

Mentoring of Digital Marketing Management and Business Communication of *Pokdarwis* in Binong Urban Village, Bandung

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ABSTRACT

This mentoring seeks to enhance partner empowerment, particularly in knowledge and skills related to digital marketing management and business communication. Both facets of these activities are significant, given the status of the partners who are still developing tourism urban villages that necessitate assistance in capacity building, particularly for members of the tourism awareness group (*kelompok sadar wisata/Pokdarwis*). The advancement of the tourism sector in the Binong Jati Knitting Creative Tourism Urban Village necessitates the support of proficient human resources capable of effectively tourism components—attractions, activities, amenities, accessibility, and accommodation—through appropriate management, community empowerment, and promotion. With the provided assistance, members of the Pokdarwis Binong Jati Urban Village are anticipated to delineate what can be observed (what to see), what can be executed (what to do), what can be transported (what to bring), and what can be acquired (what to learn) through digital marketing management, which encompasses content marketing and social media marketing, alongside business communication, which includes public speaking and basic English skills. The implementation of the proposed solutions is categorized into five stages: socializing, training, technological application, mentorship and evaluation, and program sustainability. To address the partners' requirement for enhancing the human resource capacity of Pokdarwis members, particularly in digital marketing management and business communication, the proposed solution involves mentoring aimed at elevating partner empowerment in knowledge and skills, which will be measured using straightforward assessment tools, specifically normative tests and skill assessment matrices. Mentoring has effectively enhanced partner empowerment in digital marketing management and business communication.

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Introduction

The designation of Binong Urban Village in the Batununggal District as a Creative Tourism Urban Village (*Kampung Wisata Kreatif*) for Knitting, initiated by the Bandung City Government via the Bandung City Culture and Tourism Office (Disbudpar) in accordance with the Mayor of Bandung's Decree No. 556/Kep.835-

Disbudpar/2021 dated September 16, 2021, presents distinct opportunities and challenges [1]. Binong Urban Village, recognized as a hub for the knitting industry, requires rebranding to ensure that tourists are engaged not just in product purchases but also in the experiences provided by Binong Jati Knitting Creative Tourism Urban Village [2].

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Figure 1. Binong Jati Knitting Creative Tourism Urban Village Gallery

The Binong Jati Knitting Industry Center is a small and medium industry (SMEs) hub in Bandung City, established in 1960. As of now, there are 323 verified company units still functioning at the Binong Jati Knitting Industry Center [3]. The Bandung City Government, via the Bandung City Culture and Tourism Office, is endeavoring to integrate the attributes of industrial centers, emphasizing profitability, with community empowerment through the concept of a creative tourism urban village. This initiative aims to offer opportunities for local residents not involved in knitting production to participate in regional development across various sectors, including culinary arts, souvenirs, arts and culture, and tour guiding.



Figure 2. Map of Tourism Potential in Binong Jati Knitting Creative Tourism Urban Village

Eka Rahmat Jaya, the head of the tourism awareness group (*kelompok sadar wisata*/Pokdarwis), stated that members of Pokdarwis continue to face challenges in organizing the existing tourism potential into cohesive tourism packages tailored to tourist profiles. Furthermore, the designation of

Binong Urban Village as Knitting Creative Tourism Urban Village necessitates that the community, particularly the Pokdarwis members, possess the capability to function as proficient tour guides, both in knowledge and presentation, ensuring that visitors receive a meaningful experience during their travels to Binong Jati Knitting Creative Tourism Urban Village.

Binong Jati Knitting Creative Tourism Urban Village, a creative tourism urban village that achieved a position in the top 300 of the 2023 Indonesian Tourism Village Award (*Anugerah Desa Wisata Indonesia/ADWI*), witnessed a substantial rise in visitor visitation, both domestically and abroad. This underscores the significance of Pokdarwis members' proficiency in effectively communicating the tourism products of Binong Jati Knitting Creative Tourism Urban Village through both online and offline channels. Furthermore, the educational attainment of the Binong Urban Village community, predominantly comprising high school graduates, necessitates an enhancement of their knowledge and skills in accommodating tourists, particularly in digital marketing management and business communication.

According to Hermawan et al. [4], the sustainability of tourism villages is mostly influenced by the robustness of relationships and support from the pentahelix, including academia. The support offered will focus on two areas: digital marketing management and business communication, in accordance with the requirements and agreements established with partners. Technological, informational, and communicative advancements, particularly through social media, significantly enhance the importance of content in elevating brand awareness across business, organizational, and regional dimensions [5,6]. The consistent and effective administration of social media will enhance the visibility of Binong Jati Knitting Creative Tourism Urban Village, influencing tourist visitation decisions [7].



Figure 3. Eka Rahmat Jaya's activities as a tour guide at Binong Jati Knitting Creative Tourism Urban Village

Furthermore, the tourist experience at Binong Jati Knitting Creative Tourism Urban Village necessitates the enhancement of business communication abilities, particularly in public speaking and basic English skills. Storytelling and the ability to provide information engagingly are essential qualities for Pokdarwis members, since the service sector prioritizes genuine interaction and community engagement [8]. Precision in communication will be pivotal for Binong Jati Knitting Creative Tourism Urban Village in enhancing tourist attendance and experiences [9].

This coaching seeks to enhance partner empowerment, particularly in knowledge and abilities related to digital marketing management and business communication. Both facets of these initiatives are significant, given the status of the partners who are currently developing tourist settlements that necessitate assistance in capacity building, particularly for Pokdarwis members. Ten Pokdarwis members participating in this mentorship serve as tour guides at Binong Jati Knitting Creative Tourism Urban Village. The advancement of the tourism sector in Binong Jati Knitting Creative Tourism Urban Village, as a service-oriented industry, necessitates the support of proficient human resources capable of effectively conveying the 5A and 3P tourism components—attractions, activities, amenities, accessibility, and accommodation—through appropriate management, community empowerment, and promotion [10].

Members of Pokdarwis Binong Jati Knitting Creative Tourism Urban Village are anticipated to delineate what can be observed, executed, acquired, and comprehended through digital marketing management, which encompasses content marketing

and social media marketing, alongside business communication skills cultivated through public speaking and basic English skills. The coaching offered is anticipated to enhance the HR competencies of Pokdarwis members in transforming the local skills of Binong Jati Knitting Creative Tourism Urban Village into value-added propositions, both online and offline.

The primary focus areas for target partners, specifically Pokdarwis members, are digital marketing management and business communication. To address partners' need for enhanced Human Resources (HR) capabilities, the developed digital marketing management will focus on two sub-areas: content marketing and social media marketing. Simultaneously, the enhanced business communication encompasses two subdomains: public speaking and basic English skills. The identified issues and corresponding solutions have been deliberated in accordance with the agreement with the partners.

Digital marketing management will be structured as support for content planning and development, wherein partners identify engaging themes and issues that will serve as foundational concepts for developing content pillars. Furthermore, partners will receive training to produce content by integrating text, audio, and graphics in accordance with the specified themes and issues. Upon mastering the information and abilities in content marketing, partners will thereafter have an understanding of social media marketing. The social media marketing strategy will be tailored to the attributes and competencies of partners in comprehending the target market, namely the profile of tourists visiting Binong Jati Knitting Creative Tourism Urban Village. This support will equip partners with insights into the attributes of each social media platform tailored to the market mapping of tourists [11].

Competence in business communication will be cultivated through public speaking, wherein participants will be instructed in strategies and tactics for effective public speaking. Partners are encouraged to investigate storytelling methods to provide historical narratives, factual information, and intriguing insights pertinent to their tourist locations. Furthermore, partners will receive instruction in basic English skills to meet the requirements of Pokdarwis members, serving both as artisans and tour guides capable of elucidating information to international tourists [12].

Methods

The implementation of the proposed solutions is categorized into five stages: socializing, training, technological application, mentorship and assessment, and program sustainability. The mentoring was attended by 10 representatives of the Binong Urban Village tourism awareness group.

1. Socialization

Socialization occurs through the initiation of communication with partners. The community service team will visit the local government apparatus in Binong Urban Village, Batununggal District, the site of the Binong Jati Knitting Creative Tourism Urban Village. Furthermore, the community service team will elucidate to the members of the tourism awareness group (Pokdarwis) the introduction of community service team personnel, MBKM (*Merdeka Belajar Kampus Merdeka/Independent Learning Independent Campus*) students, and provide a comprehensive overview of the mentoring program, including necessary preparations for the mentoring process during the program's socialization.



Figure 4. Socialization of the Ministry of Education, Culture, Research and Technology's Community Service Program 2024

2. Training

The training involves offering materials pertinent to the challenges encountered by partners, specifically in digital marketing management and business communication. These issues highlight two facets: management and marketing. The course will utilize the action research methodology. The action research technique simultaneously describes, interprets, and explains a social situation to facilitate changes or actions aimed at betterment or involvement [13].

Action research comprises four stages: planning, implementation, observation, and reflection, within each cycle. The planning stage involves identification, communication, and analysis; the implementation stage encompasses experimentation, data collection, and inquiry; the observation stage consists of analysis, reporting, and dissemination; and the reflection stage entails evaluation, execution, and reassessment. This community-based empowerment comprises two primary social interventions: digital marketing management and business communication. These are further divided into four social sub-interventions: content marketing, social media marketing, public speaking, and basic English skills, each implemented through two action research cycles.

To address the requirements of partners for enhancing the human resource capacity of Pokdarwis members, particularly in digital marketing management and business communication, the proposed solution involves providing assistance to elevate partner empowerment in knowledge and skills, measured through straightforward assessment tools, specifically normative tests and skills assessment matrices.

Social Intervention 1: Management of Digital Marketing

The program commenced with a pre-test to assess the partners' first comprehension of digital marketing management. The community service team elucidated the concepts of content marketing and social media marketing. Partners are anticipated to acquire skills pertaining to content marketing, encompassing planning, creation, and distribution of content. Moreover, partners comprehend the role of social media as a medium for conveying messages pertinent to the unique selling proposition of Binong Jati Knitting Creative Tourism Urban Village. The program concluded with a post-test to assess the enhancement of partner empowerment in digital marketing management expertise, particularly with content marketing and social media marketing.

Digital marketing management encompasses the activities, strategies, and processes involved in generating, providing, promoting, and sustaining value for customers via digital media. The community group, aiming for a productive economy, emphasizes digital marketing management assistance centered on content marketing and social media marketing. Content is pivotal in enhancing brand awareness in Binong Jati

Knitting Creative Tourism Urban Village region, while social media serves as a crucial channel for disseminating this content, rendering it valuable to the audience [14].

Content Marketing

Content marketing will be executed by enhancing partners' comprehension of the many material formats, including text, audio, and graphics. The chosen content kinds, reflecting the topics outlined in the content calendar, will encompass the technology and innovation offered to partners. Variations in innovative methodologies in content marketing seek to enhance brand recognition of Binong Jati Knitting Creative Tourism Urban Village, which will subsequently be expanded in social media marketing.



Figure 5. Digital Marketing Management Training: Content Marketing

Social Media Marketing

Social media marketing will be formulated based on the familiarity of partners and the attributes of tourists who represent the personas of Binong Jati Knitting Creative Tourism Urban Village. Partners will establish the monthly themes for development, specify the types of material to be produced, and oversee social media accounts through straightforward campaigns. By effectively managing social media accounts, partners may sustain contact with prospects, consumers, and customers consistently, particularly tourists visiting Binong Jati Knitting Creative Tourism Urban Village.



Figure 6. Digital Marketing Management Training: Social Media Marketing

Social Intervention II: Business Communication

Following the partners' training in digital marketing management, the program progresses to social intervention 2, which focuses on business communication. Partners will be required to complete a pre-test to assess their first comprehension of business communication. The community service team will offer training in public speaking and basic English skills. Partners will acquire skills pertaining to public speaking strategies, encompassing tone, vocal quality and loudness, diction selection, gestures, and facial expressions. Additionally, couples will receive instruction in basic English skills, concentrating on four elements: fluency, accuracy, pronunciation, and intonation. The program concludes with a post-test to assess the enhancement of partner empowerment in business communication knowledge, particularly for public speaking and basic English skills.

As a sector analogous to services, members of Pokdarwis Binong Jati Knitting Creative Tourism Urban Village must employ an appropriate business communication strategy to ensure that visiting visitors have a memorable experience [15]. Business communication, as a mechanism for transmitting messages between persons or groups, must be executed successfully to ensure comprehension by travelers. Consequently, public speaking is a crucial ability that members of Pokdarwis Binong Jati Knitting Creative Tourism Urban Village must acquire to effectively communicate messages with clarity and impact [16]. Furthermore, basic English skills is a crucial element in facilitating communication to welcome foreign tourists, thereby enhancing local tourism visibility and enabling the provision of optimal services, particularly

concerning the roles of tour guides and storytelling abilities [17].

Public Speaking

The public speaking produced is a systematic communication designed for partners who are members of Pokdarwis, facilitating their roles as tour guides at Binong Jati Knitting Creative Tourism Urban Village. The partner's proficiency in storytelling and relevant understanding of the area's potential, along with the use of suitable language, constitutes the technology and innovation tailored to the profile of tourists visiting Binong Jati Knitting Creative Tourism Urban Village [18]. The significance of consistency in the application of qualities is a crucial aspect of public speaking.



Figure 7. Business Communication Training: Public Speaking

Basic English Skills

Basic English skills utilized will pertain to essential speaking abilities relevant to the responsibilities of Pokdarwis members in engaging with overseas tourists [19]. Partners will receive books that serve as a reference for effectively and accurately communicating terminology in suitable English.



Figure 8. Business Communication Training: Basic English Skills

3. Technology Application

The integration of technology and innovation in this aid is categorized into two areas of science and technology: digital marketing management and business communication. Digital marketing management will examine two domains: content marketing and social media marketing. To apply science and technology in content marketing and social media marketing, the necessary technology encompasses two components: physical and non-physical infrastructure. Content marketing and social media marketing necessitate lighting, music, and ancillary tools that align with the content notion [20]. Content marketing and social media marketing necessitate editing software to enhance the visual quality of the raw materials utilized in content creation.



Figure 9. Implementation of Digital Marketing Management Technology: Content Marketing



Figure 10. Implementation of Digital Marketing Management Technology: Social Media Marketing

Business communication encompasses two domains: public speaking and basic English skills. The implementation of public speaking technology is facilitated by individual expertise and complementary traits. The relevant qualities are the standardized attire of tour guides at Binong Jati Knitting Creative Tourism Urban Village, serving as a component of the personal branding for the Pokdarwis Binong Jati Knitting Creative Tourism Urban Village identity.



Figure 11. Application of Business Communication Technology: Public Speaking



Figure 12. Application of Business Communication Technology: Basic English Skills

4. Mentorship and Assessment

Mentoring and assessment are conducted to assess the degree of partner empowerment in digital marketing management competencies and business communication. The community service team, comprising MBKM students and instructors, will mentor partners to enhance their abilities through both offline and online methods. The mentoring and evaluation procedure, conducted concurrently with the training phase, seeks to ensure the effective application of knowledge acquired by partners.

5. Program Sustainability

Mentoring is conducted using the Training of Trainers (ToT) model, ensuring the sustainability of the community-based mentoring program begun by the team of lecturers, allowing members of the Pokdarwis Binong Jati Knitting Creative Tourism Urban Village, who are participants in the mentoring, to extend their knowledge to new members. Upon the conclusion of the mentoring process, partners are dedicated to establishing internal mentoring among members of the Pokdarwis Binong Jati Knitting Creative Tourism Urban Village to disseminate knowledge and apply concepts pertaining to digital marketing management and business communication.



Figure 13. Group Photo of Community Service Team and Mentoring Participants from Binong Urban Village

Results and Discussions

Digital marketing management support is conducted through two action research cycles, focusing on enhancing partner empowerment in knowledge and

abilities in two areas: content marketing and social media marketing. This community service program has been implemented 10 times throughout 5 stages: socializing, training, technological application, mentorship and assessment, and program sustainability, during the period of July to November 2024, as detailed in Table 1.

Table 1. Community Service Program Implementation Process

N	Stage	Date	Activities
Socialization of the Ministry			
1.	Socialization	17 July 2024	of Education, Culture, Research and Technology's 2024 Community Service Program 2024
2.	Training	5 Augu st 2024	Digital Marketing Management Training: Content Marketing
	Implementation	6	Implementation of Digital
3.	Technology and Mentoring	Augu st 2024	Marketing Management Technology: Content Marketing
4.	Training	26 Augu st 2024	Digital Marketing Management Training: Social Media Marketing
5.	Implementation of Technology and Mentoring	27 Augu st 2024	Implementation of Digital Marketing Management Technology: Social Media Marketing
6.	Training	12 Septe mber 2024	Business Communication Training: Public Speaking
7.	Implementation of Technology and Mentoring	13 Septe mber 2024	Application of Business Communication Technology: Public Speaking

Sustainability Education, Culture, Research and Technology's 2024 Community Service Program 2024

The assessment of the partner's empowerment level is conducted utilizing a learning achievement rubric with the classifications of novice, newly developing, viable, capable, and proficient. The assessment in the rubric is determined by evaluating the average final score attained by the partner, as indicated in Table 2.

Table 2. Partner Empowerment Level Assessment

Topic	Nov	Newly	Via Capa	Profici	
	ice	Developed	ble	ble	ent
Content Marketing	< 60	60-69	70-79	80-89	90-100
Social Media Marketing	< 60	60-69	70-79	80-89	90-100
Public Speaking	< 60	60-69	70-79	80-89	90-100
Basic English	< 60	60-69	70-79	80-89	90-100
Skills			79		100

The partners' expertise is assessed using pre-test and post-test evaluations. Prior to the presentation of the information, partners are provided with a pre-test sheet to assess their preliminary comprehension of the topic. Subsequently, the pre-test sheets are gathered, and partners are provided with material from the community service team. Upon provision of the information, partners receive a post-test sheet to assess the enhancement of knowledge resulting from exposure to the topic.

Table 3. Pre-Test and Post-Test Results

Topic	Pre-	Post-	Differ	Percent
	Test	Test	nce	age
Content Marketing	83,3	96,7	+13,4	16,09%
Social Media Marketing	67,8	82,2	+14,4	21,24%
Public Speaking	58,2	80,9	+22,7	39%
Basic English	75	85,5	+10,5	14%

8. Training	22 October 2024	Business Communication Training: Basic English Skills
9. Technology and Mentoring	25 October 2024	Application of Business Communication Technology: Basic English Skills
10. Program	15	<u>Closing of the Ministry of</u>

The pre-test and post-test findings indicated that partners' knowledge increased by 39% in Public Speaking, 21.24% in Social Media Marketing, 16.09% in Content Marketing, and 14% in Basic English Skills. When classified according to the degree of empowerment reflected in the post-test results, partners' knowledge in Content Marketing is

at the Proficient level, whereas their competencies

in the other three areas—Social Media Marketing, Public Speaking, and Basic English Skills—are at the Capable level.

Simultaneously, the proficiency of partners is assessed using a skill matrix encompassing several exercises aligned with the attributes of the presented topics. Digital Marketing Management topics, specifically Content Marketing and Social Media Marketing are evaluated through the completion of worksheets, whereas Business Communication topics, including Public Speaking and Basic English Skills, are assessed by observing communication abilities and protocols, both individually and collectively.

Table 4. Skills Assessment Results

Topic	Score	Categories
Content Marketing	86,5	Capable
Social Media Marketing	88,5	Capable
Public Speaking	86,3	Capable
Basic English Skills	81,6	Capable

The mentorship participants generally exhibit a competence level categorized as Capable across all disciplines, including Content Marketing, Social Media Marketing, Public Speaking, and Basic English Skills with score range between 80-89.

KALENDER KONTEN											
Name:		Titel:		Datum:		KONTENT TYPEN, FREI ERSTELLEN		Kontakt:		Aktion:	
Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen	Wochen
Start Kundlage Präsentation Praktik 16. Wochen	1	2	3	4	5	Kundlage Präsentation Praktik 16. Wochen	Start Kundlage Präsentation Praktik 16. Wochen	Start Challenge	Start Challenge	Start Challenge	-0070 Video seats
Start Gesamt	6	7	8	9	10	11	12	13	14	15	16
Start Gesamt	Start - Praktik	- Praktik	- Praktik	- Praktik	- Praktik	Start Präsentation Gesamt	Start Präsentation Gesamt	Start Präsentation Gesamt	- Präsentation Präsentation Gesamt	- Präsentation Präsentation Gesamt	Start Präsentation Gesamt

Figure 14. Content Calendar Fill-in Sheet

To guarantee the sustainability and advantages for participants following the community service program, the community service team has published two books with ISBNs titled Social Media Marketing for Tourism and English for Tourism. These publications are anticipated to assist the managers of Binong Jati Knitting Creative Tourism Urban Village in disseminating the knowledge and skills they have acquired to other Pokdarwis, while also ensuring that the information learned can be revisited through the texts authored by the

community service team. The mentoring concluded with the distribution of books and the presentation of testimonials from participants.

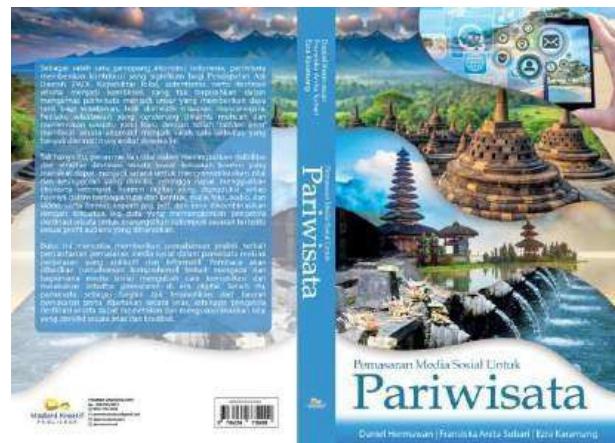


Figure 15. Social Media Marketing for Tourism Book

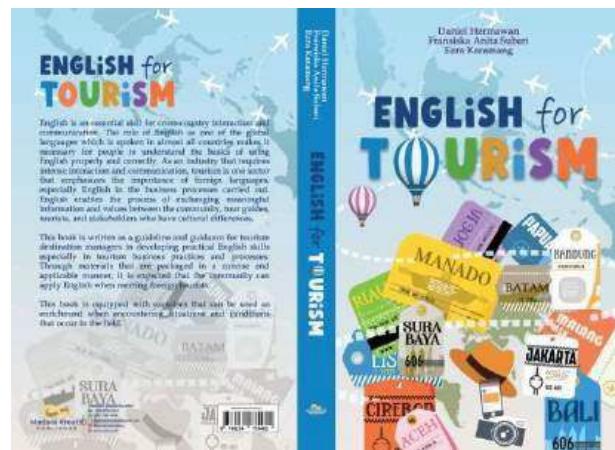


Figure 16. English for Tourism Book

Conclusions

The community service initiative conducted by the community service team has effectively enhanced the empowerment of partners, particularly in knowledge and skills related to digital marketing management and business communication. This is evidenced by the rise in pre-test and post-test scores achieved by partners, together with the skill scores derived from the skills matrix assembled by the community service team.

Partners underwent a transformation in their approach to digital marketing, resulting in the creation of more engaging and compelling content tailored to the specified customer profile, while social media emerged as a platform to actively communicate regional potential. Similarly, public speaking abilities were refined and developed, enabling partners to overcome their nervousness while addressing audiences and to convey

information about the Binong Jati Knitting Creative Tourism Urban Village more clearly and comprehensively through effective communication skills, either in Bahasa Indonesia and English.

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Author Contributions

All authors have contributed equally. All authors have read and agreed to the published version of the manuscript.

Conflicts of Interest

The authors declare no conflict of interest.

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