



Development and Promotion of the Agro -Tourism Park in Bangun Harja Village Through Social Media

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Abstract

Bangun Harja Village in East Seruyan Hilir District, Seruyan Regency, Central Kalimantan Province, possesses significant natural potential for development into a tourism destination, particularly as an agrotourism park. Despite its substantial potential, the Bangun Harja Agrotourism Park has not attracted substantial attention from tourists due to inadequate infrastructure, limited human resources, lack of innovation and creativity among managers, and absence of promotion through social media. This community service program aims to increase the popularity and number of visits to the Bangun Harja Agrotourism Park by utilizing social media platforms as the main promotional tool. The program involves students from IAIN Palangka Raya, village officials, and community leaders, and employs the ABCD (Asset-Based Community Development) method to leverage the village's assets effectively. The key activities include creating and promoting attractive spots within the park, enhancing infrastructure, and conducting social media marketing campaigns. The expected outcomes include increased social media followers, interactions, tourist visits, and local economic benefits. This initiative aims to create a sustainable and thriving agrotourism destination that benefits the local community both economically and socially.

Keywords: Agrotourism, Social Media Marketing, Community Development, Tourism Promotion, Village Assets

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INTRODUCTION

Seruyan Regency is one of the regencies in Central Kalimantan Province, Indonesia, with its capital in Kuala Pembuang. This regency is a result of the division from East Kotawaringin Regency and consists of 10 sub-districts, 3 urban villages, and 97 rural villages. One of the villages within Seruyan Regency is Bangun Harja Village, located in East Seruyan Hilir District. This village covers an area of approximately 3,602.15 hectares and borders several other villages and the Seruyan River. Bangun Harja Village possesses substantial natural potential for development into a tourism destination, particularly in the form of an agrotourism park. The Bangun Harja Agrotourism Park is one of the initiatives aimed at leveraging the village's

natural wealth, enhancing community income, and promoting environmental sustainability. However, despite its significant potential, the Agrotourism Park has not attracted substantial attention and visits from tourists. This is due to several factors, including inadequate infrastructure, limited human resources, lack of innovation and creativity among managers, and the absence of promotion through social media.

The main problem faced by the Bangun Harja Agrotourism Park is inadequate road infrastructure. Difficult roads make access to the agrotourism park challenging for tourists, thereby reducing their interest in visiting. Additionally, the limited human resources who understand the management of the agrotourism park are also a major hindrance. Many local residents do not possess sufficient skills and knowledge to manage and promote this tourism destination effectively. Innovation and creativity in park management are also lacking, resulting in a low number of visitors. The park managers have not been able to present attractive and memorable attractions for tourists. Furthermore, the lack of promotion through social media makes the Bangun Harja Agrotourism Park less known to the wider community, both locally and internationally. In fact, social media has great potential to increase visibility and attract tourists' interest.

Based on existing literature, the use of social media has proven effective in raising public awareness and attracting tourists. For instance, research by Zhang (2022) shows that leveraging social media influencers can be a powerful tool for promoting social causes and attracting visitors. Moreover, e-marketing and social media marketing strategies outlined by Priansa & Suryawardani (2020) can significantly influence e-commerce purchasing decisions and enhance the visibility of agrotourism sites. The study by Inegbedion et al. (2020) also highlights the positive impact of using social media platforms such as Facebook, WhatsApp, and Instagram in marketing agricultural products, which can be adapted to promote the products and experiences offered at the Bangun Harja Agrotourism Park. Additionally, research by Rosardi et al. (2021) and Haro et al. (2020) emphasizes the importance of sustainable tourism models and effective marketing strategies through social media to enhance visitor satisfaction and promote local products. By leveraging these findings, we plan to implement a comprehensive and innovative social media marketing strategy to address the challenges faced by the Bangun Harja Agrotourism Park. We will utilize influencer marketing, e-marketing, and sustainable tourism practices to enhance the online presence, attract more visitors, and promote the unique offerings of this agrotourism park.

The general objective of this activity is to increase the popularity and number of visits to the Bangun Harja Agrotourism Park by utilizing social media platforms as the main promotional tool. The specific objectives include raising public awareness about the existence and advantages of the Agrotourism Park, increasing the number of tourist visits through effective promotional campaigns, and fostering active interaction and building an engaged online community. The location of this activity is Bangun Harja Village, East Seruyan Hilir District, Seruyan Regency, Central Kalimantan Province. The target of this activity is to increase the number of followers on social media platforms to reach 10,000 new followers within 6 months,

produce and publish at least 50 creative content pieces, and increase the average interaction rate to 500 interactions per post. Additionally, it is expected to increase the number of visits to the Agrotourism Park by 30%, conduct at least 5 collaborations with influencers, gather at least 200 positive reviews from visitors, and organize at least 3 online events or competitions within 6 months.

By conducting monthly analysis and evaluation of the campaign performance, we will ensure the achievement of targets and identify areas needing improvement. Thus, this activity will not only enhance the popularity and number of visits to the Bangun Harja Agrotourism Park but also contribute to local economic development and environmental sustainability.

The effort to develop and promote the Bangun Harja Agrotourism Park through social media holds great potential to overcome existing challenges and achieve the desired objectives. With the right strategy and effective implementation, this Agrotourism Park can become a popular and sustainable tourism destination, providing economic and social benefits to the local community, and supporting environmental conservation efforts. Research and experiences from various previous studies provide a strong foundation for implementing social media marketing strategies that can increase awareness, attract visitors, and build an engaged community. By utilizing social media as the main promotional tool, the Bangun Harja Agrotourism Park can achieve its full potential and become a successful example of community-based tourism development.

IMPLEMENTATION METHOD

The community service program by IAIN Palangka Raya was conducted in Bangun Harja Village, Seruyan Hilir Timur District, Seruyan Regency, Central Kalimantan Province.

The IAIN Palangka Raya student community service activities were carried out from July 22 to September 4, 2023. The flagship program for the development and promotion of the Bangun Harja Village agrotourism park through social media began on July 24 and continued until September 4, 2023. The community service program in Bangun Harja Village involved village officials, community leaders, students, and lecturers from IAIN Palangka Raya.

The implementation method for the flagship program of IAIN Palangka Raya students in developing and promoting the Bangun Harja Village agrotourism park through social media involved students, village officials, and hamlet heads. The method used for the community service program was the ABCD (Asset-Based Community Development) method. The ABCD method is a community development approach that utilizes or optimizes the assets possessed by the community (Fitria, 2022). Assets refer to the potentials already available within the community used as tools for community development. The types of assets in village tourism development include human assets, natural assets, economic assets, social assets, and physical assets (Maulana, 2019). The assets referred to in the Bangun Harja Agrotourism Park are human assets (human resources or the Bangun Harja Village community), natural assets (natural scenery of the park), economic assets (community or village income), social assets (neighboring villages or

social media), and physical assets (Bangun Harja Agrotourism Park). The stages in the development and promotion of the Bangun Harja Village agrotourism park through social media are illustrated in the diagram in Figure 1 below.



Figure 1. Activity stages. Source: Rinawati et al. (2022)

The first stage involved students from IAIN Palangka Raya identifying (discovery) the issues at hand after conducting a site survey. In the second stage, the students envisioned (dream) the development and promotion of Bangun Harja Agrotourism Park upon identifying the problems and obtaining permission. The third stage focused on the design of Bangun Harja Agrotourism Park. In the fourth stage, the community service group 4 students from IAIN Palangka Raya defined and prepared the necessary tools and materials, and created social media accounts. In the final stage, the students carried out (destiny) the cleaning, organizing, designing, and posting activities to attract interest from both local and non-local communities.

RESULTS AND DISCUSSION

Based on the results of the community service program by IAIN Palangka Raya students conducted in Bangun Harja Village, Seruyan Hilir Timur District, Seruyan Regency, Central Kalimantan Province, the implementation of the flagship work program involved students, village officials, and community leaders. This program aimed at developing and promoting the agro-tourism park of Bangun Harja Village through social media.

Community service carried out by higher education institutions is an application of science and technology through scientific methods in an effort to develop community development for achieving welfare (Emilia, 2022). The IAIN Palangka Raya students undertook the development and promotion of the Bangun Harja agro-tourism park through several stages, optimizing human assets (i.e., the human resources or residents of Bangun Harja Village), natural assets (i.e., the scenic beauty of the park), economic assets (i.e., the income of the residents or the village), social assets (i.e., neighboring villages or social media), and physical assets (i.e., the Agro-Tourism Park itself in Bangun Harja Village, Seruyan Hilir Timur District, Seruyan Regency, Central Kalimantan Province). The stages in the development and promotion of the Bangun Harja agro-tourism park through social media are as follows:

Discovery

The IAIN Palangka Raya students conducted a preliminary survey to identify issues at the Bangun Harja Agro-Tourism Park. Upon examining the field conditions, they identified the assets owned by the residents of Bangun Harja Village. The identification process involved field surveys and interviews with village officials, community leaders, and local residents. The problems identified were

- a. Human Assets: The human resources or residents of Bangun Harja Village lack awareness and responsibility in maintaining and managing the Bangun Harja Agro-Tourism Park. This is evidenced by the presence of litter scattered around the park area. Furthermore, the community's level of knowledge is not optimal as there have been no efforts to create opportunities from the existing resources.
- b. Natural Assets: The natural scenery of the Bangun Harja Agro-Tourism Park is actually very beautiful but not well-maintained. There are dead branches and less fertile plants that detract from its potential appeal
- c. Economic Assets: The income of the residents or the village remains relatively low and could be maximized further if opportunities were properly utilized.
- d. Social Assets: Although Bangun Harja Village is close to other villages, the Bangun Harja Agro-Tourism Park rarely attracts visitors and is not well-known, nor does it attract much interest from potential visitors.
- e. Physical Assets: The maintenance of the Bangun Harja Agro-Tourism Park is suboptimal, with scattered litter, wild grass, dead branches, and buildings that could be aesthetically improved.

The findings from this initial discovery phase formed the foundation for subsequent efforts to enhance and promote the agro-tourism park. By leveraging social media, the students aimed to raise awareness, increase visitor numbers, and ultimately improve the economic and social wellbeing of the Bangun Harja community. Through collaboration with local residents and authorities, the project sought to create a sustainable model for community development, utilizing the village's assets effectively for long-term benefits.



Figure 2. There is wild grass, less fertile plants, scattered rubbish

Supporting factors for agro-tourism areas include human awareness of environmental conservation and the provision and availability of infrastructure (Juniasa et al., 2022). Nurwanda (2020) adds that enhancing

the potential of agro-tourism areas requires improvements in facilities and infrastructure as well as the quality of human resources to increase community income. A key issue in the management of agro-tourism is the lack of established marketing distribution channels (Rai et al., 2017).

Dream

The community service students of IAIN Palangka Raya, upon identifying the issues at the Bangun Harja Agro-Tourism Park, expressed a strong desire to develop and promote the park. Their initiative involved securing permission from village officials and community leaders of Bangun Harja Village, Seruan Hilir Timur District, Seruan Regency, Central Kalimantan Province. The aspirations of the IAIN Palangka Raya community service students are multifaceted, focusing on various assets of the village, which include human, natural, economic, social, and physical assets.

1. **Human Assets:** The students aim to enhance the knowledge and skills of the residents of Bangun Harja Village in recognizing and capitalizing on opportunities. This involves increasing community awareness about the importance of maintaining and managing the agro-tourism park effectively. By providing training and workshops, the students hope to equip the villagers with the necessary skills to see and seize opportunities that can improve their livelihoods. This includes fostering a sense of responsibility towards the park and the broader environment, encouraging practices that will ensure the park remains a sustainable source of income and pride for the community.
2. **Natural Assets:** A key part of the students' dream is to involve the residents in preserving the natural environment of the Bangun Harja Agro-Tourism Park. The natural beauty of the park is one of its main attractions, but it requires regular maintenance and care. The students envision a community where everyone contributes to keeping the park clean and well-maintained. This means organizing regular clean-up activities, educating the community about the importance of environmental conservation, and promoting sustainable practices. The goal is to create an inviting and pleasant environment for visitors, which will, in turn, enhance the park's appeal and attract more tourists.
3. **Economic Assets:** Increasing the income of the residents is another major goal. The students believe that by developing the agro-tourism park, they can create more economic opportunities for the villagers. This could be through direct employment in the park, or through businesses that cater to tourists, such as food stalls, souvenir shops, and guided tours. The students plan to help the community identify and utilize these opportunities, providing them with the necessary support to start and run their own businesses. By boosting the local economy, they hope to improve the overall quality of life for the residents of Bangun Harja Village.
4. **Social Assets:** The students also aim to leverage social media to attract tourists from outside the village. By showcasing the beauty of the park and the unique experiences it offers, they hope to draw more visitors. This involves creating engaging content, such as photos and videos, and sharing them on various social media platforms. The students plan to teach the villagers how to use social media effectively for marketing

purposes, helping them reach a wider audience. This increased visibility can lead to more visitors, which will further boost the local economy.

5. Physical Assets: Maintaining the physical infrastructure of the Bangun Harja Agro-Tourism Park is crucial for its success. The students aim to ensure that the buildings, cleanliness, and preservation of the plants are kept in top condition. This involves regular maintenance and improvements, such as repairing structures, planting new trees, and keeping the park clean. By doing so, they hope to create a park that is not only beautiful but also functional and safe for visitors. This will help attract more tourists and ensure that they have a positive experience, encouraging them to return and recommend the park to others.

The IAIN Palangka Raya community service students' dream for the Bangun Harja Agro-Tourism Park involves a comprehensive approach to development. By focusing on human, natural, economic, social, and physical assets, they aim to create a sustainable and thriving agro-tourism destination. Through their efforts, they hope to improve the livelihoods of the residents, preserve the natural environment, boost the local economy, and enhance the overall attractiveness of the park.

Design

Upon receiving permission, the community service students of IAIN Palangka Raya proceeded with the design phase for the Bangun Harja Agro-Tourism Park. This phase involves several key steps aimed at developing and promoting the park through social media. The design process includes the following components:

- a. Designing the Bangun Harja Agro-Tourism Park Layout

The first step is to create a comprehensive design for the agro-tourism park. This involves planning the layout, identifying areas that need improvement, and incorporating elements that will enhance the park's appeal. The design focuses on creating an aesthetically pleasing and functional space that can accommodate a variety of activities and attractions. This includes pathways, seating areas, signage, and landscaping that highlights the natural beauty of the park.

- b. Designing the Equipment and Material Needs

Next, the students design the list of necessary equipment and materials required for the park's development. This includes items needed for construction, landscaping, and maintenance. By identifying these needs in advance, they can ensure that the project runs smoothly and that all necessary resources are available. This step also involves budgeting and sourcing materials in a cost-effective manner.

- c. Designing Attractive Spots

To make the park more appealing to visitors, the students plan to create various attractive spots within the park. These spots could include scenic viewpoints, picnic areas, thematic gardens, and photo-friendly locations. Each spot is designed to enhance the visitor experience and provide unique opportunities for engagement and enjoyment. The goal is to create memorable experiences that will encourage visitors to spend more time at the park and return in the future.

d. Designing Social Media Strategies

The final component of the design phase is developing a robust social media strategy. This involves creating content that highlights the park's attractions and activities, engaging with potential visitors, and promoting the park through various social media platforms. The students design a comprehensive plan that includes regular updates, captivating visuals, and interactive posts to build a strong online presence. This strategy aims to raise awareness, attract visitors, and keep the community informed about ongoing developments and events at the park.

Through these design steps, the IAIN Palangka Raya community service students aim to create a well-planned and attractive agro-tourism park. Their efforts focus on enhancing the physical environment, ensuring the availability of necessary resources, creating engaging attractions, and leveraging social media for promotion. By carefully designing each aspect of the park, they hope to develop a sustainable and popular destination that will benefit the community economically and socially.



Figure 3. Activity planning with village officials, community leaders, and needs planning briefing

Define

The community service students of IAIN Palangka Raya defined the desired design for the Bangun Harja Agro-Tourism Park and identified the necessary equipment and materials for its development. The outcome of the design briefing included the requirements for the development and promotion of the Bangun Harja Village agro tourism park through social media. The identified needs are as follows:

1. Mobile Phones. Mobile phones are essential for capturing photos and videos of the park, creating content for social media, and communicating with team members and stakeholders. They will be used to document the development process and to promote the park's attractions online.
2. Paint and Brushes/Rollers. Paint and brushes or rollers are needed for refreshing the park's structures, creating vibrant murals, and enhancing the visual appeal of various areas within the park. This will help make the park more inviting and attractive to visitors.
3. Nails, Wood, Saws, Hammers, and Other Carpentry Tools and Materials. These tools and materials are required for constructing new features, repairing existing structures, and creating decorative elements. They are

essential for building seating areas, signage, and other infrastructure improvements.

4. Metal Plates for Creating Spots and Signage. Metal plates will be used to fabricate attractive spots and signage throughout the park. These plates can be shaped and painted to provide clear, durable, and aesthetically pleasing markers and information boards for visitors.
5. Stickers, Scissors, Cutters, Plywood, and Styrofoam. These materials are necessary for creating promotional materials, decorations, and informative displays. Stickers can be used for branding and labeling, while plywood and Styrofoam are versatile materials for various creative and structural applications.
6. Hoes, Brooms, Machetes, Shovels, and Other Gardening Tools. Gardening tools are essential for maintaining the park's landscape. They will be used for tasks such as planting, weeding, trimming, and general upkeep to ensure that the park remains clean, green, and attractive.

By defining these needs, the students have established a clear plan for acquiring and utilizing the necessary resources for the development and promotion of the Bangun Harja Agro-Tourism Park. This detailed list ensures that all aspects of the project are covered, from construction and maintenance to marketing and visitor engagement. The comprehensive approach will help create a well-equipped, appealing, and sustainable agro-tourism destination that benefits both the community and visitors.

Implementing (Destiny)

Students from IAIN Palangka Raya conducted the development and promotion of the agro-tourism park in Bangun Harja Village. The steps involved in the development and promotion of the Bangun Harja Village agro-tourism park included:

- a. Cleaning and arranging the park, including plant maintenance:

The students undertook activities such as sweeping the park, arranging plants, removing weeds and dead branches, and maintaining the plants.



Figure 5 Cleaning Weeds

b. Create designs and spots

IAIN Palangka Raya service students design and create interesting spots to attract the interest of the surrounding community, both from within the village and outside the village.



Figure 6. Spot design creation gallery

c. Painting

IAIN Palangka Raya service KKN students painted the Bangun Harja agrotourism park to make it look more beautiful and attractive. This process starts from making paths and identifying places that need painting, mixing the paint with a special mixture until it is even, dividing the painting tasks so they can be finished quickly, then painting.



Figure 7. Creation gallery Painting

Posting/Promotion

Posting is a part of marketing promotion. Promotion encompasses all activities conducted within any marketing initiative aimed at stimulating quick purchasing actions for a product. The objectives of promotion include designing and implementing promotional activities to support accelerated business development, raising awareness for business growth, gaining customer support and participation, securing funding to support business acceleration, and attracting interest from sponsors or investors to participate in realizing business development plans (Napitupulu et al., 2021). The

promotion of the Bangun Harja Agro-tourism Park was carried out through social media, specifically Instagram.



Figure 8. Front page and post results

The key activity undertaken by IAIN Palangka Raya students in their community service program focused on the development and promotion of the Bangun Harja Village agro-tourism park. This initiative received approval from village officials and community leaders, aiming to enhance the village's economic value for local residents. The project began on July 22, 2023, with an initial site survey. Following the survey, permissions were sought from village officials, including the village head and other local leaders, to proceed with the work plan.

On August 20, 2023, the project progressed to the design and painting stages, and all activities were carried out smoothly. The outcomes of the IAIN Palangka Raya community service program were significant. After the development and promotion of the Bangun Harja Village agro-tourism park, located in Seruan Hilir Timur District, Seruan Regency, there was a noticeable increase in visitors. Both local residents and people from neighboring areas began visiting the park more frequently.

This influx of visitors led to several positive impacts on the local economy. Local residents started setting up stalls and selling goods within the park area, resulting in increased income for the community. Furthermore, the project encouraged greater community participation in maintaining the park's environment, fostering a sense of collective responsibility and pride among the villagers.

Overall, the initiative not only enhanced the attractiveness of Bangun Harja Village but also stimulated economic growth and community engagement. The successful implementation of this project by IAIN Palangka Raya students demonstrated the potential for well-planned community service programs to bring about meaningful and lasting benefits to local communities.

CONCLUSION

The community service program conducted by IAIN Palangka Raya students has successfully developed and promoted the Bangun Harja Agrotourism Park through social media. This initiative significantly increased the park's visibility and visitor numbers, contributing to local economic growth and community engagement. By employing the ABCD (Asset-Based Community Development) method, the program effectively utilized the village's human, natural, economic, social, and physical assets to create a sustainable and attractive tourism destination. The project's success demonstrates the potential of well-planned community service initiatives to bring about meaningful and lasting benefits to local communities. By enhancing infrastructure, leveraging social media for marketing, and engaging the community in the park's maintenance and promotion, the program addressed key challenges and unlocked the park's potential. The positive outcomes include increased tourist visits, higher local incomes, and greater community involvement, all of which contribute to the overall well-being and development of Bangun Harja Village. The approach taken can serve as a model for similar community development projects, emphasizing the importance of strategic planning, community involvement, and effective use of available resources to achieve sustainable growth and development.

RECOMMENDATION

Based on the results and discussions of the community service program for the Bangun Harja Village agrotourism park, several key recommendations are proposed. Improving road infrastructure is essential to facilitate easier tourist access and boost visitor numbers. Regular training and workshops for local residents on park management, tourism services, and social media marketing are crucial for sustainable operations. Encouraging innovation among park managers will help create unique and attractive tourist activities.

A comprehensive social media strategy, including engaging content and collaborations with influencers, will enhance the park's visibility. Fostering community ownership and involvement in park maintenance and decision-making processes will ensure long-term sustainability. Establishing partnerships with local businesses and institutions can provide additional resources and promotional support.

Implementing a robust monitoring and evaluation system will help track progress and identify areas for improvement. Promoting environmentally sustainable practices within the park is also vital to preserve its natural beauty. By following these recommendations, the Bangun Harja Agrotourism Park can realize its potential as a thriving tourism destination, benefiting the local community economically and socially.

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