

EMPOWERMENT OF YOUTH TO CREATE DIGITAL CONTENT AS A BRANDING OF RELIGIOUS TOURISM IN LENGKONG KYAI

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ABSTRACT

This Community Service activity is a follow-up to the results of previous research in Lengkong Kyai village, which is sandwiched between luxury housing in the BSD City area. The activity aims to provide training on content creation, infographics, or graphic design for digital promotional content, which suggests promoting the Raden Aria Wangsakara Cemetery as a religious tourism destination and cultural tourism. The methods of implementing the service are (1) Socialization on the importance of promoting the Lengkong Culture site, (2) Training on creating promotional content concepts, (3) Training on making infographics and designs, (4) Training on creating and managing promotional accounts, (5) Submission of design assets in the form of laptop, (6) Evaluation of program implementation and sustainability. The pre-test and post-test results showed an increase in the understanding of community service participants in the four counseling and training sessions provided. The benefits of this community service result are not only the ability of the community (participants) to create interesting content and graphic designs for the promotion of cultural sites as religious and cultural tourism destinations on social media, but they can use this ability for activities that have a positive impact on their economy. The increasing number of religious and cultural tourism visits to their villages will also positively impact the local community's economy.

Keywords: Religious Tourism, Cultural Tourism, Promotional Content, Design, Economic Welfare

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ABSTRAK

Kegiatan Pengabdian pada Masyarakat ini merupakan tindak lanjut dari hasil penelitian sebelumnya di kampung Lengkong Kyai yang terjepit di antara perumahan-perumahan mewah di wilayah BSD City. Tujuan kegiatan adalah memberikan pelatihan pembuatan konten, infografis atau desain grafis untuk konten promosi digital yang menjadi saran promosi situs Makam Raden Aria Wangsakara sebagai tujuan wisata religi dan wisata budaya. Metode pelaksanaan pengabdian adalah: (1) Penyuluhan pentingnya promosi situs Budaya Lengkong, (2) Pelatihan membuat konsep konten promosi, (3) Pelatihan pembuatan infografis dan desain, (4) Pelatihan membuat dan mengelola akun promosi, (5) Penyerahan aset desain berupa laptop, (6) Evaluasi pelaksanaan dan keberlanjutan program. Hasil pre-test dan post-test menunjukkan peningkatan pemahaman peserta pengabdian pada masyarakat pada empat sesi penyuluhan dan pelatihan yang diberikan. Manfaat hasil pengabdian masyarakat ini bukan hanya kemampuan masyarakat (peserta) dalam membuat konten dan desain grafis menarik untuk promosi situs budaya sebagai tujuan wisata religi dan budaya di media sosial, namun kemampuan tersebut dapat mereka manfaatkan untuk kegiatan-kegiatan yang berdampak positif bagi perekonomian mereka. Dengan semakin banyaknya kunjungan wisata religi dan budaya ke kampung mereka juga akan berdampak positif bagi ekonomi masyarakat setempat.

Kata Kunci: Wisata religi, wisata budaya, konten promosi, desain, kesejahteraan ekonomi.

INTRODUCTION

This community service activity was based on the result of the Research entitled *Lengkong Kyai, Kota Terjepit yang Memiliki Potensi Menjadi Daerah Tujuan Wisata Budaya dan Religi di Kabupaten Tangerang* (Purwanto et al., 2021)

This research receives funding from the LP2M Internal Grant from Pembangunan Jaya University. The results of this research have been published in reputable international journals, and have also been published in reputable international proceedings.

Lengkong Kyai is one of the enclaves between real estates in the private city of



BSD City. This village is believed to have existed since 1628. Established by Raden Aria Wangsakara who came from Sumedang who were assigned to resolve disputes between the Mataram sultanate and the Banten sultanate. Raden Aria Wangsakara was given the area due to his services, which was then known as the Lengkong Kyai area as his territory. Raden Aria Wangsakara was assisted by Arya Santika and Arya Yudanegara, his younger siblings. Lengkong village later became the starting point for the growth of the patriotic spirit of the Tangerang people under the leadership of Raden Aria Wangsakara against the Dutch colonists. (Medtry et al., 2016).

Image 1. Lengkong Kyai historical site

The findings of this research are the cultural or religious tourism potential which could be developed into the cultural or religious destination. The existence of a

cultural/religious site and *Haul Raden Arya Wasangkara* to be a potential development of religious tourism could impact on the community's economy. Moreover, Raden Arya Wasangkara is declared as the National Hero by President Joko Widodo after this research was finished, which written in the Presidential Decree (Keppres) No. 109 and 110 TK of 2021 concerning Awarding the Title of National Hero and Honorary Star Service (Farisa, 2021). Regardless, the existence of both religious figures and national figures have not widely known likely the Wali Sanga Muslim Missionaries and other figures. Therefore, this research recommends how to build a branding so that the tourism potential in Lengkong Kyai Village can develop and have an impact on the welfare of the Lengkong Kyai community (Purwanto et al., 2021). Thus, some matters that need to be developed in developing cultural and religious tourism which have an impact on the economic and the social improvement of the Lengkong Kyai community include: (1) How to penetrate the religious and the cultural tourism so that more and more people are familiar with the existence of the site, which consist of the grave of the National Hero and Ulama Raden Arya Wasangkara at Lengkong Kyai? (2) How to build a branding of religious and cultural wizards at the grave site of the National Hero and Ulama Raden Arya Wasangkara in Lengkong Kyai?

Based on the recommendations of previous research, the objectives of this Community Service activity in Lengkong Kyai Village, Tangerang Regency are: (1) To provide education to the community that they have an important role in introducing

cultural sites in Lengkong Kyai, which will have a positive impact on improving the economy and the social. (2) To provide training to youth organizations in order to create digital content containing the promotion of these cultural sites which can be uploaded to social media or the Internet, such as YouTube, Facebook, Instagram and other media. (3) To provide training for youth organizations to create some captivating infographics and designs in digital content promotion of cultural sites at Lengkong Kyai. (4) To provide training to youth organizations to create accounts for the dissemination of digital promotional content and how to increase visits or viewership from these media. (5) To measure the ability of participants to create content, design and infographics, as well as manage promotional accounts on mass media after the training is given. (6) Providing goods/assets to Karang Taruna such as laptops that youth of Karang Taruna can use to create content, designs and infographics, and manage promotional accounts on mass media in order to increase the promotion of cultural sites.

RESEARCH METHOD

The Community Service will be conducted in the Secretariat Office of Lengkong Kyai Community which involves the participation of Youth Organizations (*Karang Taruna*) Lengkong and Cultural and Arian Center in Tangerang. The upcoming activities will be:

Promotional Account Creation and Management Training

Infographic and Design Creation Training

Nanda et al. (2018) found that social media promotional strategy focused on the appropriate content developments that suit the distinctive characteristics of social media platforms.

Facebook is applied particularly to connect the audience through the pleasantful events organizing, Twitter is managed to retweet the positive quotes from one user to another (word of mouth) generated by the audience. Therefore, the creating and managing promotions training should be provided as a follow-up to content creation and promotional design training.

Promotional Contents Creation Training

Raji et. al. (2019) has proven that social media advertising content and social media sales promotion content have significantly influenced people's intention to buy certain goods. In other words, if the advertisement is applied in this context, it can encourage the interest of the wider community to make pilgrimages or through cultural tourism or religious tourism to the Raden Aria Wangsakara Cemetery. Therefore, training on how to create a good promotional content concept will be beneficial for the community, especially the youngsters from the youth organizations and the Cultural and Arian Center in Tangerang to produce the promotional content that can make the public captivated on going to pilgrimages or religious tourism or cultural tourism to the Raden Aria Wangsakara Cemetery..

Free & Qu (2011) proved that graphic design has a vital role in promotion. Therefore, after providing training on how to create attractive promotional content, it is essential to continue with training on how to design the content so that the message works well and makes it visually attractive.

Socialization on the Importance of Lengkong Cultural Sites Promotion

The results of this research and publication, as the basis for Community Service, found awareness of some people to maintain the cultural heritage which was inherited by Raden Aria Wangsakara, their ancestors. The Cultural and Arian Center in Tangerang has instilled cultural values of ancestral heritage to the younger generation so that its sustainability can be maintained. According to Mukhlis, the heads of neighborhood, community, local religious leaders and the youth organizations of the village are also involved in maintaining and inculcating these ancestral or the Arian cultural values. Therefore, this socialization aims to strengthen the awareness which already exists internally. This socialization is also intended to make them aware of the need to promote or disseminate information related to cultural sites in Lengkong Kyai nationally or even internationally because the findings of this study also indicate that the figure of Raden Aria Wangsakara has

been globally known in the Islamic world (Purwanto et al., 2021).

Handover of Laptop as the Design Asset

After the community service activity is done, it is essential for the service provider to provide a laptop as an asset to the community institution, in order to let the participants implement the training they have participated in as part of the activity sustainability.

Evaluation of Program Implementation and Sustainability

Evaluation is conducted through tests for some participants to create the content and the graphic designs, after which the team could assess whether their abilities are sufficient enough to carry out self-promotion. However, it is vital to plan the future Community Service activities in order to continue empowering and improving the participants in their role as the promoters of their social wealth.

RESULT AND DISCUSSION

First Day Activities - First Session

The activities on the first day, December 22, 2021, the participants which came from the youngsters from the Lengkong *Ulama* Youth Association or Lengkong Youth *Ulama* Organization was picked up by bus to the Pembangunan Jaya University

Campus, where the counseling was held in the UPJ Hall.



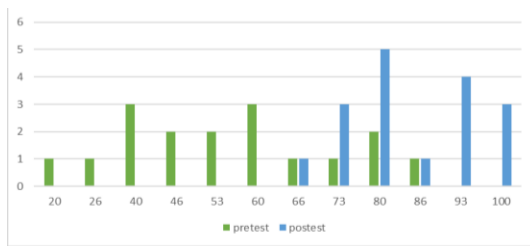
Image 2. The registration process is assisted by the Students Team

In the first session, an experienced Marketing and Promotions manager, Ms. Hadijah Suhana, S.S., provided a training on how to conduct promotion on a promotional account to promote Aria Wangsakara's Heroes' Cemetery as a cultural tourism or a religious tourism destination. Ibu Hadijah Suhana also provided training on how to promote Lengkong specialty culinary, which is said to have its own characteristics in Tangerang.



Image 3. Ms. Hadijah Suhana Delivers Her Materials

Before and after the event, we held pre-test and post-test to measure the transformation in participants' understanding after joining the training.



Graph 1. Pretest and Posttest on the Promotional Account Creation and Management Training

Graph 1 is the pretest and posttest results which shows the participants who filled out the pretest and posttest surveys. It is acquired that the minimum or lowest score obtained in the pre-test of understanding the material in the first session is 29 points.

Meanwhile the maximum limit or the highest score obtained is 88 points. Thus, it can be seen that the average score of the pretest is 59.7. Whereas, the minimum or lowest score obtained in the post-test related to understanding the material in the first session is 70 and the maximum or highest score is 100. Therefore, it can be seen that the average post-test score in the first material is 86.5.

Based on the description of the results above, it can be seen that the average value of the pretest and posttest in the first material session are increased. The average pretest score in the first material session was 59.7 while the average post-test score in the first session was 86.5. It can be concluded that participants experienced an increase in knowledge or understanding of how to create and manage social media accounts as a means of promoting religious tourism or cultural tourism at the Raden Aria Wangsakara National Heroes

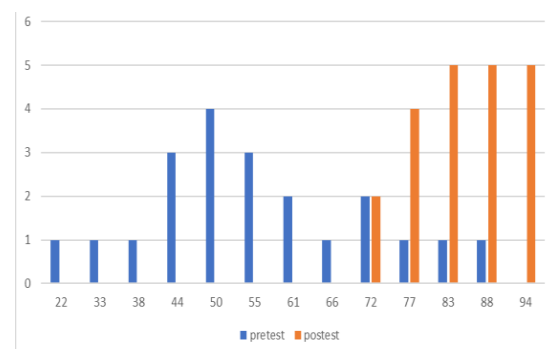
Cemetery, as well as promoting Lengkung specialties.

First Day Activities - Second Session

On Wednesday, December 22, 2021 in the second session, Mrs. Naurissa Biasini, M.I.Kom presented on how to create the promotional content concepts. The material presented was related to: (1) Marketing communication, (2) Promotion concept, (3) Promotion mix, (4) Utilization of social media, and (5) Marketing content.



Imagine 4. The Keynote Speaker Presents her materials



Graph 2. PreTest & PostTest Materials on Promotional Concept Creation

Graph 2 is the result of the pre-test and post-test of the second session, namely counseling on how to create attractive promotional content concepts. Graph 2 shows that the minimum or lowest score

obtained during the pretest of understanding the material that will be given in the second session is 22 points. While the maximum limit or the highest score obtained is 88 points. Thus, it can be seen that the average score of the pre-test understanding of the material in the second session is 55.7. Then the minimum or lowest score on the post test or after the second session material is given is 72 and the maximum limit or highest score is 94. Therefore, it can be seen that the average post test score related to understanding the second material is 64.8.

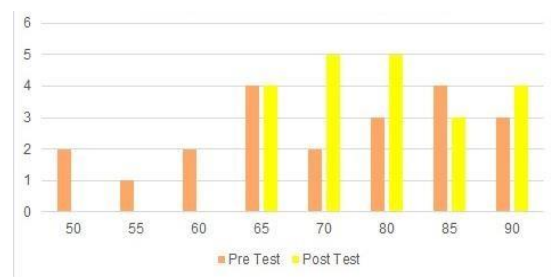
According to the results of the explanation above, it can be seen that the average value of the pre-test and post-test related to the understanding of the material in the second session increased. The average pretest score for understanding the second material session was 55.7 while the average post-test score was 64.8. It can be concluded that the participants experienced an increase in knowledge which can be seen through the increase in the average posttest score.

First Day Activities - Third Session

On Wednesday, December 22, 2021, the 3rd session, Mr. Ratno Suprpto, S.Sn., M.Ds. displayed the Infographics and Design Training, where participants were given the opportunity to practice in person at the UPJ Computer Lab in Building B Floor 8, R 805.



Image 5. Graphic Design Training on UPJ's Graphic Computer Lab



Graph 3. PreTest & PostTest Infographic Training Materials

Graph 3 is the result of the pretest and posttest for Infographics and Design. These results indicate that the minimum limit or the lowest score obtained in the pre-test before the training was given in the third session was 50 points. While the maximum limit or the highest score is 90 points, so the average pretest score is 72.6. Whereas the minimum limit or the lowest score in the post-test post-training i of the third session is 62 and the maximum limit or highest score is 90, so the average posttest score in the third material is 77.3.

Thus, the average score of the pretest and posttest in the third material session increased. The average pretest score was 72.6 while the post-test average score was 77.3. It can be concluded that the

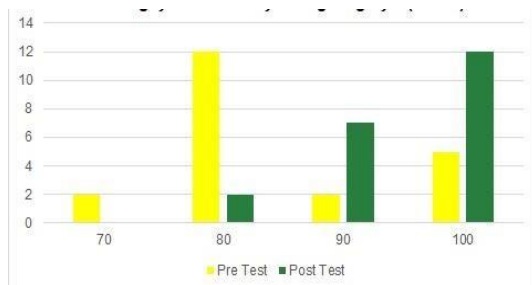
participants experienced an increase in knowledge which can be seen through the increasement in the average post-test score.

First Day Activities - Fourth Session

On Wednesday, December 22, 2021 in the fourth session, Dr. Rachman Sjarief was more motivating the youth participants along with giving the socialization about the Importance of Online Promotion in Lengkong Kyai Area – Raden Arya Wangsakara National Heroes Cemetery.



Image 6.



Graph 4. Socialization on the Importance of Online Promotions

Graph 4 is the comprehension *pretest* and *posttest* concerning the Importance of Promoting the Lengkong Kyai Culture site materials. These results indicate that the minimum limit or the lowest score in the pre-test material for the third session is 70 points. While the maximum limit or the highest score is 100 points. Thus it can be seen that the average score of the pretest is 84.7. Meanwhile, the minimum or lowest

score obtained in the post-test of the third session material is 80 and the maximum or highest score is 100. Therefore, it can be seen that the average post-test score in the third material is 94.7.

Thus, the average score of the participants' pre-test and post-test in the fourth material session increased. The average pretest score of participants in the third material session was 84.7 while the average post-test score was 94.7. It can be concluded that the participants experienced an increase in knowledge which can be seen through the increase in the average post-test score.

Second Day Activities - December 24, 2021

On the second day of the activity, our community service team was assisted by some students who visited Lengkong Ulama Village to hand over their assets in the form of 4 units of Lenovo Laptops to the RW 001 Laboratory, to be used as the graphic design media that can be accessed by all residents in Lengkong Ulama.



The Event Evaluation, December 27-29, 2021

The youth who have been trained to make graphic designs must pass it on to the youth in Lengkong Village. Therefore, an infographic and graphic design promotion activity for Wista Religi Lengkong will be held for three days. The output of these activities is the design of promotional content, and the publication of promotional content on social media channels such as Youtube, Instagram, Facebook, websites and others. At the end of this activity, a final evaluation of this Community Service activity will be carried out to ensure that this activity really has an impact on the community. **Sustainability** is the key to community service activities in the village of Lengkong Kyai or Lengkong Ulama.

CONCLUSION

The result of this community service is to empower communities to play an active role in promoting cultural sites in their villages through a number of trainings.

The advantage of this community service is not only concerning the ability of the community (participants) to create interesting content and graphic designs for the promotion of cultural sites as religious and cultural tourism destinations on social media, but they can also utilize this ability for activities that have a positive impact on their economy. Therefore, it will also have a positive impact on the local community's economy through the increasing number of religious and cultural tourism visits to their villages.

This community service activity also contributes to other sectors, such as the

skills provided to participants can be of economic benefit to themselves. The community can apply their ability to create content and promotional graphic design which can also be used to promote Lengkong's famous foods, which will indirectly have a positive impact on the community's economy in the culinary sector.

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