

Optimization of Digital Marketing and Social Media Strategies in Promoting Tourist Attractions in Mount Puntang, Campakamulya Village, Cimaung District, Bandung Regency

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Abstract.

Campakamulya Village has promising natural tourism potential, particularly in the Gunung Puntang tourist area. However, this potential has not been optimally utilized through digital media. The main challenges faced by the partners include limited understanding of digital marketing strategies, suboptimal social media management, and the lack of consistency in content and visual identity of the tourist destination. This community service activity aims to enhance the capacity of destination managers and local communities in optimizing social media marketing and digital marketing strategies. The implementation methods include training, workshops, mentoring, and the direct application of digital content strategies. The results indicate an improvement in participants' understanding of social media management, content strategy, copywriting, and the utilization of Search Engine Optimization (SEO). Furthermore, the implementation of the proposed strategies resulted in increased audience interaction and engagement on the social media platforms of the Gunung Puntang tourist destination. This activity is expected to provide a sustainable impact in supporting digital-based rural tourism promotion.

Keywords: Social Media Marketing; Digital Marketing; Campakamulya Village; Gunung Puntang and Search Engine Optimization.

I. INTRODUCTION

The utilization of digital technology has become a crucial factor in the development and promotion of tourist destinations. Digital media, particularly social media, serve as effective communication tools to enhance destination visibility, build a positive image, and reach a wider range of tourists. Nevertheless, not all regions possess the capacity and readiness to manage digital marketing effectively. Campakamulya Village, located in Cimaung District, Bandung Regency, has diverse natural and tourism potential. The Gunung Puntang tourist area offers attractions such as natural landscapes, the historical value of Radio Malabar, camping areas, waterfalls, and the potential for coffee-based agrotourism. However, this potential has not been fully communicated through digital media. Existing social media platforms are still managed inconsistently in terms of visual presentation, promotional messaging, and marketing strategies. The results of observations and interviews with partners indicate that limited understanding of digital marketing, suboptimal social media management, and the absence of effective content and copywriting strategies constitute the main challenges. Therefore, this community service activity focuses on providing assistance and training in optimizing digital marketing and social media marketing to enhance the competitiveness of the Gunung Puntang tourist destination.

II. METHODS

The implementation method of this community service program was conducted through digital marketing training and workshops aimed at social media administrators, micro, small, and medium enterprise (MSME) actors, youth organizations (Karang Taruna), and residents of Campakamulya Village as the target partners of this community service activity.

The stages of the community service program planned to be implemented are as follows:

a. Pre-Assistance and Initial Assessment of Partner Issues

The pre-assistance stage was carried out by conducting surveys with the target partners and preparing the community service proposal. Partner needs were identified through surveys and interviews. As a result, the team gained an understanding of the partners' challenges and formulated alternative solutions tailored to their needs.

b. Activity Preparation

This preparation stage was conducted through coordination with the target community to gain a deeper understanding of the digital marketing issues they were facing.

c. Team and Partner Coordination

After collecting data from the partners, the team coordinated with them to discuss the implementation of the community service activities.

d. Implementation of Digital Marketing Optimization Workshop

The digital marketing optimization workshop was conducted directly in Campakamulya Village.

e. Post Assistance and Activity Evaluation

After collecting data from the partners, the team coordinated with them to discuss the implementation of the community service activities.

f. Activity Monitoring

Monitoring of the community service activities was conducted by measuring program success indicators through tracking the effectiveness of the implemented social media marketing strategies using Instagram Insights from the official Instagram account of Campakamulya Village.

g. Activity Reporting

The reporting stage involved the preparation of a community service activity report to be submitted to the Community Service Unit of Telkom University and the Head of Campakamulya Village.

III. RESULT AND DISCUSSION

The Gunung Puntang Tourist Area is one of the natural tourism attractions managed by PT Palawi Risorsis. Based on information obtained from the partner, several challenges related to digital marketing were identified, particularly in social media marketing and efforts to optimize social media marketing to increase tourist visits to Gunung Puntang. The team carried out a series of activities, including: (1) providing training on basic digital marketing concepts, social media management, and an introduction to Search Engine Optimization (SEO); (2) conducting digital marketing workshops for local residents, particularly social media administrators of Campakamulya Village; (3) delivering workshops on optimizing existing digital marketing channels through content strategy and copywriting; and (4) implementing various digital marketing strategies to enhance public engagement. The community service activities in Campakamulya Village were successfully conducted and attended by 23 participants, including social media administrators of the Gunung Puntang Tourist Area, local community members, and representatives of PT Palawi Risorsis as the manager of the Gunung Puntang Tourist Area. The digital marketing workshop focused on social media management, the introduction of SEO, content strategies, and copywriting to improve the effectiveness of each post on the official website and social media platforms of the Gunung Puntang Tourist Area.

Participants demonstrated high enthusiasm throughout the activity and actively engaged by asking questions during the sessions. Through this community service program, it is expected that the knowledge and capabilities of the target partners particularly social media administrators of the Gunung Puntang Tourist Area and PT Palawi Risorsis as the destination manager will be enhanced. This improvement is anticipated to enable partners to optimize their social media platforms more effectively by producing engaging and informative content, ultimately increasing both domestic and international tourist visits to the Gunung Puntang Tourist Area. The team, assisted by several students, also conducted field surveys and on-site filming of tourist attractions in Gunung Puntang to support the creation of social media content. During

the workshop, the team showcased the developed social media content, which consisted of user-generated content (UGC), where students acted as visitors creating content during their visit to the Gunung Puntang Tourist Area, as well as profile-based content highlighting various tourist attractions in the Gunung Puntang area, including Radio Malabar Station, waterfalls, Kolam Cinta, Goa Belanda, and camping areas.



Fig 1. Documentation of Survey Activities at the Gunung Puntang Tourist Area



Fig 2. Documentation of Community Service Activities at the Gunung Puntang Tourist Area

Table 1. Feedback on Community Service Results

NO	Question	SD	D	N	A	SA
1	Activity materials according to the needs of partners/participants	0%	0%	13%	39%	48%
2	The time for implementing this activity is relatively appropriate and sufficient.	0%	4%	26%	43%	26%
3	The material/activities presented are clear and easy to understand.	0%	0%	22%	30%	48%
4	The committee team provided good service during the activity.	0%	0%	0%	43%	57%
5	The community accepts and expects activities like this will be continued in the future	0%	0%	0%	26%	74

SA= Strong Agree; A= Agree; N= Neutral; D= Disagree; SA= Strongly Agree

IV. CONCLUSION

This community service activity successfully enhanced the knowledge and skills of the target partners in managing digital marketing, particularly through social media. The assistance and training provided were able to support partners in optimizing the promotion of the Gunung Puntang tourist destination in a more structured and effective manner. In the future, this activity is expected to be sustainable and serve as a foundation for the development of digital marketing strategies for other tourism villages.

V. ACKNOWLEDGMENTS

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