

Online Marketing Strategy in Tourism Village Using Videography

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Abstract

Online marketing cannot be underestimated in the creative industries. It can be a powerful strategy to introduce and popularize the offered product or service. Moreover, such a strategy can be learned and done easily with the suitable knowledge. However, only a small number of creative industries in Sukoharjo Regency has applied this marketing strategy. The actors in creative industries still use simple methods, such as verbal marketing, direct selling to the market and direct order from customers who come to the production site. Such methods make the products and services are only used by people around Sukoharjo. Limitations of the marketing area result in less optimal revenue. To solve some problems in the creative industries in Sukoharjo, the trainings on how to expand the marketing area through Internet or online, and the trainings of online advertising in the form of videography are required. Videography will provide the information about the offered products or services for the customer or prospect customers. The training was conducted in one of the creative industrial centre in Sukoharjo. As an attempt to expand marketing, videography as an online marketing advertisement is expected to help the actors of creative industries in introducing their products/services to the public and increasing public's interest to use the products/services that can ultimately increase revenue

Keywords: creative industry, online marketing, videography, tourism

1. Introduction

Geographically, Sukoharjo Regency is located at the coordinates of 7.320°–7.49032.000 E, 110.570°–110.420° S. Furthermore, it is bordered by Surakarta and Karanganyar regency on the north, Gunung Kidul regency (Yogyakarta Special Region) and Wonogiri regency on the south, Karanganyar regency on the east, and Boyolali regency and Klaten regency on the west. Administratively, Sukoharjo Regency is divided into 12 sub-districts, consisting of 167 villages composed of 17 urban and 150 rural villages, with an area of 46,666 Ha.

Sukoharjo District has a wide range of creative industries. Several villages become the creative industrial centre, including Kenep village, Trangsan village, Wirun village, Kenteng village, Tawang Sari Corner, Baki village and others. Each of them has well-known featured products, such as *jenang*, *batik* and *karag* (Kenep village), rattan handicraft (Trangsan village), *gamelan* craft (Wirun village), *gobor* weaving goyor (Kenteng village of Tawang Sari corner), guitar and *lingzi* mushroom (Baki village).

Kenep Village is one of the villages that continually develop creative education services. It offers many programs, including field trips, industry visits, outing classes for students in Early Childhood Education, elementary school, junior high school, and higher education. In a month, there are approximately twice visits of tour activity. The location of Kenep Village Creative Tourism, Sukoharjo regency can be seen in Fig. 1.

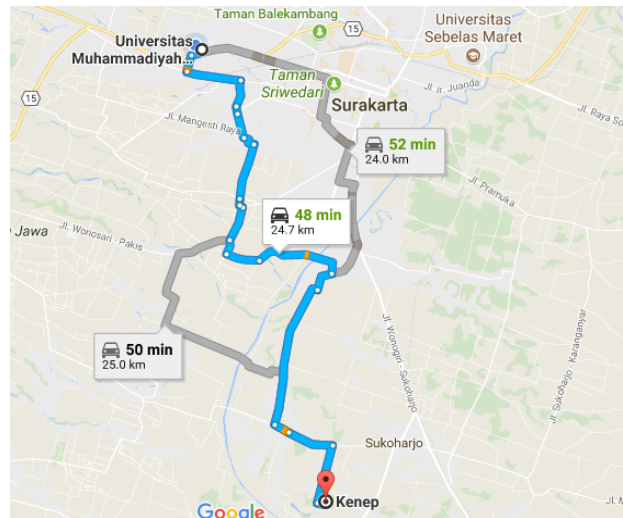


Fig. 1. Map of Kenep village, Sukoharjo regency.

The visitors of Kenep Village Creative Tourism are served with a variety of programs and activities. Some of them are religious tour by visiting an old mosque, nature tourism by carrying out an outbound in the rice fields, camp tour, and the visit to creative industries of *jenang*, *batik* and *karag*. Specifically, the activities of creative tourism in Kenep village are as follows:

- **Religious tourism.** Darussalam Mosque, which is one of the three oldest mosques in Surakarta, is located in Kenep village. It is a heritage of *Walisongo* in the 14th century. It was founded in 1730 by Kyai Lombok, a pupil of Sunan Kalijogo. The structure of this mosque resembles the architecture of Demak Mosque. It is often visited by pilgrims from outside Sukoharjo. The local people sell traditional food and souvenirs. The typical foods are *jenang* and *karag* while the souvenir of this village is *batik* with its distinctive character named *Kedunggudel*.
- **Educational tourism.** The production process of creative industries located in Kenep village becomes interesting information for the visitors. Visitors will gain knowledge and experiences about various types of creative industry, such as *jenang*, *karag* and *batik*. Knowledge on the production process, the use of natural materials and equipments, the history of business establishment, is valuable one. Furthermore, experiences can be one of the added values of Kenep Village Creative Tourism, including the experiences of making the dough of *jenang*, frying *karag* crackers, and making *batik* with *canting*.

Various tourist attractions will be more beneficial to improve the economic empowerment of local community if they are managed and marketed properly. Therefore, Universitas Muhammadiyah Surakarta initiates to provide support for them in the form of training. The program is implemented to solve the problems endured by the actors of creative industries in Kenep village.

The problems faced by creative industry in Kenep village can be elaborated as follows:

1. The marketing of the products and services of creative industries is mostly limited in Sukoharjo regency only.
2. The income of creative industry community is relatively low.
3. The lack of knowledge about appropriate marketing strategies for the creative industries.

Based on observations and in-depth interviews with the actors of creative industries in Kenep village, several issues were determined as the priorities in community service. They are:

1. The marketing of the products and services of creative industries is still limited only in Sukoharjo regency.
2. The lack of knowledge about appropriate marketing strategies for creative industries in Kenep village.

2. Methods

Solutions are formulated for creative industries in Kenep village. 1) The marketing of the products and services of creative industries is still restricted in Sukoharjo regency only. This problem can be solved by training of online marketing, hence, the actors of creative industries can introduce their products and services to the wider community; 2) The lack of knowledge about appropriate marketing strategies for creative industries. This problem can be overcome by training of videography as an attractive marketing tool so as to attract potential visitors.

The implementation stage of community service in Kenep village was done to identify problems through direct observation and in-depth interview of the actors of creative industries, determination of priority, and implementation of online marketing training and videography arrangement. These activities were conducted at the Secretariat of *Lumbung Budoyo*, dusun Kedunggudel, Sukoharjo regency. The training was coordinated by a team supported by resource persons whose expertises are in strategic management and marketing. Equipments used in this stage were laptop, camera, LCD and microphone.

The description of science and technology presented to the community service partners is as follows.

2.1. Online marketing strategy

Online marketing is increasingly and massively used by various sectors to provide clear and appropriate information for the wider community. Online marketing through social media on the Internet can introduce and offer the product into a wider market (Paquette, 2013). Nowadays, Internet is relatively accessible and used widely as communication means by people in most places and countries. Furthermore, online marketing is also used by entrepreneurs to achieve the goal of increasing the number of new consumers, particularly as an effort to expand the marketing area, and simultaneously, of maintaining the former consumers as an effort to maintain customer loyalty (Meyliana, 2011). The form of trading by utilizing Internet media is in accordance with the principle of updating or up-to-date. Such media make it easier for business actors to provide clear information of product and services to consumers.

The implementation of online marketing by small and medium enterprises is expected to support the growth of the enterprises. Hence, the utilization of Internet, including email, intranet, extranet and mobile-phones in electronic transactions can create opportunities and minimize risks at once. As a result, Internet has an important role in the process of

product marketing without any restriction of the type and size of the company (El-Gohary, 2010).

2.2. Videography as a marketing tool

Social media becomes a medium to launch a videography of a product or service offered by SMEs. Social media widely opens the eyes of the world so as to provide opportunity for small businesses to market their products (Paquette, 2013). Castronovo & Huang (2012) suggested that video is one of the marketing tools that can be used to introduce any product. Video can be used by entrepreneurs as a tool to create product's image for customer (Lim *et al.*, 2012).

3. Results and Discussion

Implementation of community service program entitled Development of Creative Industries in Sukoharjo through Videography has been carried out appropriately. The actors of creative industries of *jenang* and *batik*, community leaders, the Chairman of Lumbung Budoyo, the Head of Tourism Community Association (*Pokdarwis*), the Secretary of Kenep village, Student Organization of Faculty of Economics and Business, Student Development Institution (LEPMA), and Research and Development Center of Business Management (PPMB) were involved in this program. During the implementation, the participants, especially business actors, gave a positive impression to this program and actively participated in the training of the expansion of marketing area and videography arrangement.

Marketing is basically the process of communicating and exchanging offers on the values of product or service to customers, partners, and the public in general. The process can be done directly and indirectly. The direct marketing is performed by communicating/advertising the offer to customers or the public through face-to-face method. Meanwhile, indirect marketing is done by using media, e.g. online media. Essentially, online marketing has wide market coverage in compared to direct marketing (face-to-face) since it is able to reach people from diverse countries to find out the offered products or services without having to meet in person. Moreover, the methods of online marketing vary, including through social media account (*instagram*, *facebook*, and others), website, and online shop. It can be an alternative choice of indirect marketing media that can be used by business actors. In addition, the use of the Internet should be based on the principle of up-to-date. Thus, customers and the public in general can update the information of products or services clearly and easily.



Fig. 2. Implementation of online marketing training.

Another marketing strategy used to promote the creative industries in Kenep village is through the making of videography and then uploading it in social media. Videography becomes an alternative choice in the marketing of creative industries since it is potentially attract the attention of the public to buy products/services. It is a medium to record a moment or event that is summarized in the picture and sound presentation for recalling it in the future. Making videography can be done through three methods, namely the combination of some/many photos, video recording, and vlog.

During the training, business actors learned on how to make an attractive videography based on the basic methods. The *First* method is through the merge of some/many images. In relation with this method, business actors are trained on how to take the pictures appropriately, how to arrange the order of images to make a video, how to give insertion, effects, and voice filling on the video. The *second* method is through the making of video. In the implementation of this method, the business actors are trained how to apply good and correct video capture technique through mobile phones and digital cameras, how to hold the camera for preventing any blurry and to edit it through the viva video, and how to apply movie maker application. The *third* method is through vlog. The utilization of vlog is initiated by the training on to make and carry out an interesting vlog, hence, it will attract people to see the created video. Of the three methods, all can be implemented in a simple way in accordance with the expectation of business actors based on the potential of creative industries in Sukoharjo. From the result of the training, one of the successful video examples was produced by making the direct video, which was combined with the effect and edited by using viva video application.

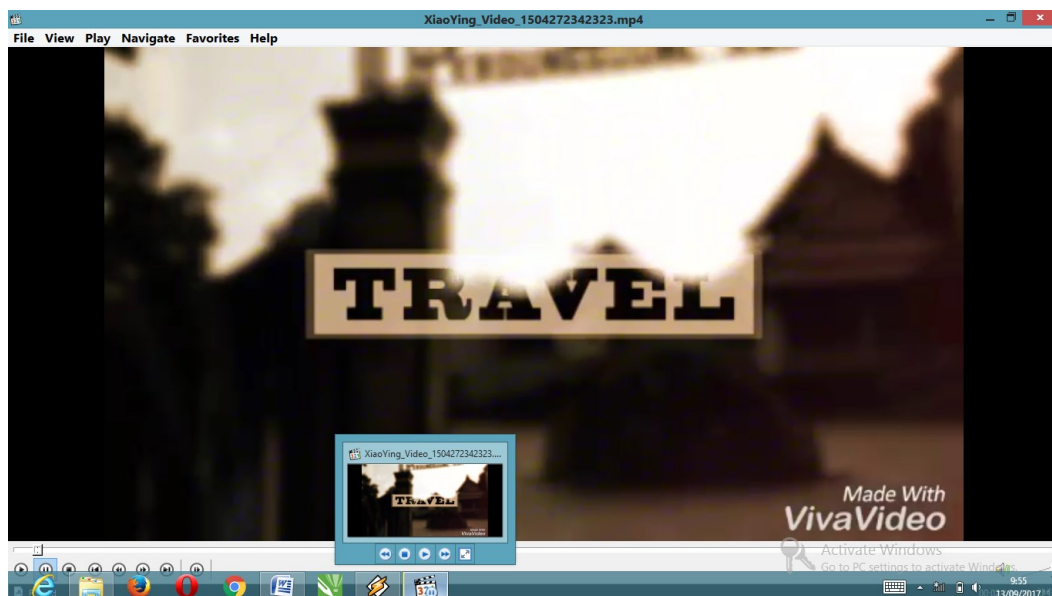


Fig. 3. Videography of Kenep Village Tourism.

4. Conclusion

During the training activities, the implementation team used discussion as a medium to facilitate the interaction between the team and the business actors. In discussion, several problems encountered by the business actors were formulated, namely:

1. Most of business actors had not been equipped with the tools to make videography. Hence, it potentially obstructs the online marketing process that will be implemented.

2. Some business actors had not been able to operate or utilize the means to market their prospective creative industries.
3. Some business actors had made a video to market their products/services, and published it. Nevertheless, they cannot perform it continuously.
4. There were still a lot of errors in the implementation of the technique of editing.
5. The lack of understanding of business actors related to how to operate the video editing application in order to attract social media users.

The principle of openness of the creative industry actors in Sukoharjo can be a main capital for business development. The support from various stakeholders can help to accelerate the development of creative industries in Sukoharjo. These stakeholders include: (1) the government, in terms of providing capital support and the provision of public facilities that can be accessed easily; (2) community leaders as a community promoter in the implementation of program; (3) private institutions in related to the role of CSR in the provision of microcredit and the development of human resources capacity in the creative industrial sector; and (4) academicians as the initiator of scientific development that should be disseminated and developed among the actors of creative industries.

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