Digital Promotion Training for Local Wisdom-Based Tourism in Lintau Buo, Tanah Datar

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ABSTRACT

This community service program aims to empower the residents of Nagari Lintau Buo, Tanah Datar Regency, West Sumatra, in developing tourism rooted in local wisdom by digitizing promotional efforts through e-commerce platforms. The primary challenge addressed is the suboptimal management and promotion of tourism potential—specifically, the limited use of digital technology for marketing tourism offerings and local MSME (micro, small, and medium enterprise) products. The program was implemented in five stages: outreach, training, technology adoption, mentoring and evaluation, and ensuring program sustainability. Training was provided to the local tourism awareness group (POKDARWIS) and MSME operators, covering topics such as tourist destination management, digital promotion strategies, and the use of online marketplaces like Tokopedia and Shopee. The program involved 30 participants (15 members of the POKDARWIS and 15 MSME operators). Key outcomes include the establishment of online shops, the creation of tourism packages based on local wisdom, the development of promotional channels via social media, and the construction of a bamboo entrance gate for the Ngalau Pangian tourist destination. Evaluations indicate a highly positive response from the local community, the POKDARWIS, and the Nagari government, suggesting that the program has the potential to generate long-term impacts on community income and the development of sustainable tourism..

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Introduction

Tanah Datar Regency, West Sumatra, has significant potential for nature-based, historical, and cultural tourism. As a center of Minangkabau culture, it hosts destinations such as Istano Basa Pagaruyung and Nagari Tuo Pariangan and numerous cultural festivals that attract domestic and international tourists. The sector contributes to regional income and community well-being, and integrating tourism with local culture and the creative economy is promoted as a regional development strategy.

One area with such potential is Lintau Buo District. It offers pristine hills and rice fields, the Batang Sinamar and Batang Selo rivers, and the Blue Lake, which is becoming known as a new destination, together with Minangkabau traditions, regional arts, culinary specialties, and crafts such as Lintau songket weaving. These assets support nature tourism, ecotourism, agro-educational tourism,

camping, and village cultural events, such as the Pangian Cultural Festival, that involve the community and the younger generation.

Community-based tourism is a widely used approach to developing rural destinations. It emphasizes active local participation so that economic, social, and cultural benefits reach the community and fosters a sense of ownership and responsibility toward the destinations they manage.

However, tourism development in Lintau Buo remains suboptimal. [INSERT supporting data on the problem in Nagari Lintau Buo, e.g., annual number of visitors and its trend; number of members of the Tourism Awareness Group (Kelompok Sadar Wisata, POKDARWIS) and of active MSMEs; number of destinations and MSMEs already present on marketplaces or with active social media accounts; baseline digital skills of partners. Source: Nagari profile, Tanah Datar Tourism Office, BPS, or the team's preliminary survey/FGD.] Destination management and promotion make limited use of digital technology, such as social media and e-commerce platforms, which could increase destination visibility and expand access to wider markets. Strengthening the digital capacity of POKDARWIS and MSME actors is therefore a key strategy for improving the competitiveness of rural destinations with unique natural and cultural potential.

This community service program therefore empowered the people of Nagari Lintau Buo to develop local wisdom-based tourism through digital promotion on e-commerce platforms, with the aim of increasing community capacity to use digital technology for tourism promotion, strengthening local cultural identity as a tourist attraction, and encouraging local economic growth.

The specific objectives were: (1) to improve the knowledge and skills of POKDARWIS members in managing destinations, designing local wisdom-based tour packages, and producing digital promotional content, measured through pre-test and post-test scores; (2) to assist MSME actors in creating and managing online stores on marketplaces (Tokopedia, Shopee, and Facebook Marketplace) for local products, with online stores established; (3) to establish digital promotional channels (social media and e-commerce content) for cultural tourism in Pangian, Lintau Buo; and (4) to evaluate participants' responses and identify follow-up needs through a joint evaluation with POKDARWIS, MSME actors, and the Nagari government.

Implementation Method

This program was conducted in Nagari Lintau Buo (Pangian), Lintau Buo District, Tanah Datar Regency, West Sumatra, from August 20–22, 2026. The 30 participants included members of the Tourism Awareness Group (POKDARWIS) and local MSME (micro, small, and medium enterprise) operators. The program was carried out by a community service team consisting of lecturers from the Department of Educational Administration (Faculty of Education, UNP) and university students.This community service activity is carried out through the following five stages.

1. Socialization. The activity began with outreach to the village government, POKDARWIS (Tourism Awareness Group), youth, community leaders, and local business actors regarding Lintau Buo's tourism potential, program objectives, and the importance of digitalization in tourism promotion and local product marketing.

2. Training. Training is provided to POKDARWIS groups and the community to increase their capacity in managing tourist destinations, providing tourist services, developing local wisdom-based tour packages, and utilizing digital media for promotion.

3. Technology Implementation. Technology implementation is carried out through the creation and management of social media and promotional pages for Lintau Buo tourism. In addition, an e-commerce platform is being developed to market woven fabrics and other local products, with content showcasing tourist destinations, culture, and the Pangian Cultural Festival.

4. Mentoring and Evaluation. Mentoring is provided to ensure that communities and POKDARWIS are able to manage digital promotional media, market local products, and develop tourism packages independently. Evaluation is conducted to measure program success, community participation, and its impact on tourism development and the local economy.

5. Program Sustainability. Program sustainability is achieved by strengthening the capacity of POKDARWIS (Tourism Awareness Group) and the community to manage digital promotions, develop tourism packages, and market local products independently and sustainably.

Evaluation data were collected through [INSERT instruments, e.g., a pre-test and post-test on tourism management and digital promotion knowledge, a practical skills checklist, and a Likert-scale satisfaction questionnaire]. Quantitative data were analyzed descriptively using [INSERT analysis, e.g., mean scores, percentage increase, and normalized gain (N-gain)], supplemented by [INSERT qualitative method, e.g., observation and discussion with the Nagari government].

Results and Discussion

The community service program in Nagari Lintau Buo was implemented through several stages, including outreach, training, and evaluation with the target group and the village government. These activities were implemented to increase community capacity in developing tourism potential and strengthening the marketing of MSME products through the use of digital technology.

1. Socialization of Activities

The program began with outreach to partners and target groups as a form of initial coordination before the program began. The outreach was conducted by the community service team, along with the Lintau Buo Nagari government, the POKDARWIS group, and community members involved in tourism and MSMEs. During this outreach, the team explained the program's objectives and benefits, the types of activities to be undertaken, the targets, the schedule and location of implementation, and the roles of each party during the program .

Socialization was also used to explore the needs and challenges faced by partners, with a focus on managing tourism potential and marketing MSME products. The socialization results indicated that the village government and target groups supported the program's implementation. Partners also appeared enthusiastic about participating in training and applying the knowledge gained to develop tourism and market local products.



Figure 1. Socialization meeting between the community service team, the Lintau Buo Nagari government, POKDARWIS, and community members in Nagari Lintau Buo,

2. Training Activities

The training is conducted in two main forms, namely tourism development training and training on improving marketing of MSME products through digital media.

a. Tourism Development Training in Lintau Buo Village

The first training was given to the POKDARWIS group tasked with managing and developing tourism potential in Nagari Lintau Buo. The training covered tourism destination management, improving tourist services, developing tourist attractions based on local potential and wisdom, and developing tour packages .

Through this activity, POKDARWIS members gained a better understanding of the importance of planned and sustainable tourism management. Participants were encouraged to explore the potential of tourism, culture, and local wisdom that can become tourist attractions. The training results showed an increase in participants' understanding and skills in designing more targeted tourism development, in line with the potential of Nagari Lintau Buo. These findings align with the view that training plays a crucial role in enhancing tourism management and development capabilities, as investment in professional development can improve skills, job satisfaction, guest experience, productivity, and regulatory compliance, ultimately contributing to the success of the tourism industry (Thakur, 2024; Anas et al., 2025; Hidayat et al., 2025; Sarira et al., 2024).



Figure 2. Participants and facilitators of the local wisdom-based tourism development training in Nagari Lintau Buo

b. Training to Improve Marketing of MSME Products through Online Promotion and Sales

The second training program was aimed at MSMEs in Nagari Lintau Buo, focusing on improving their ability to promote and market products through digital technology, particularly marketplaces or online stores. The training materials covered an introduction to marketplaces, creating and managing online stores, compiling product information, capturing and displaying attractive product photos, social media promotion strategies, and online sales and customer service processes. Participants also engaged in hands-on practice to apply the material learned.

The results of the activity indicate that MSMEs are beginning to understand the importance of digital platforms to expand their marketing reach. Participants learned how to display products more attractively and use marketplaces as alternative sales channels. This activity is expected to increase the competitiveness of local MSME products and open up wider marketing opportunities outside Nagari Lintau Buo. These findings emphasize the importance of training in improving MSMEs' ability to increase revenue through marketplace promotions (Permata & Rodiyah, 2025; Sari & Nugraeni, 2024; Setiati et al., 2025; Ulum et al., 2025). The training helped MSMEs understand how to create and manage accounts on various marketplace platforms such as Tokopedia, Shopee, and Facebook Marketplace, which is the first step to increasing online sales (Permata & Rodiyah, 2025; Setiati et al., 2025; Ulum et al., 2025).

In addition, the team also built a gate for Ngalau Pangian (Figure 3). The construction of this gate is expected to become identity and regional markers so that the existence of Ngalau Pangian is more easily recognized by the community and visiting tourists. The gate is also designed as part of an effort to strengthen the image of the tourist area while providing a more organized, attractive, and representative impression for visitors. The existence of the gate is expected to not only function as an entrance marker, but also to support the promotion and branding of the Ngalau Pangian tourist destination . With a clear visual identity, this area is

expected to be more easily recognized and have its own appeal for tourists. In the long term, increasing the attractiveness of the area is expected to encourage an increase in the number of tourist visits and expand opportunities for the surrounding community to develop productive economic activities, such as providing culinary delights, MSME products, guide services, and various other forms of supporting tourism businesses.

The construction of the gate also represents a collaboration between the community service team, the community, and local stakeholders to improve the quality of supporting facilities for the tourist destination. With more representative facilities, it is hoped that the community will develop a greater sense of ownership , concern, and shared responsibility for maintaining the cleanliness, safety, beauty, and sustainability of the Ngalau Pangian area.



Figure 3. Bamboo entrance gate of the Ngalau Pangian tourist destination, built by the community service team together with the local community

3. Joint Evaluation of Target Groups and Village Parties

The final stage of the activity was a joint evaluation with the target group and the Lintau Buo Village Government. This evaluation aimed to determine how well participants understood the material, the extent to which the activity's objectives were achieved, any challenges encountered during implementation, and any follow-up actions necessary after the activity's completion.

Based on the evaluation results, the activity received a very positive response from the POKDARWIS group, MSMEs, and village officials. Participants stated that the materials and practices provided were highly relevant to community needs, particularly in developing tourism potential and digital product marketing. However, several areas still need to be strengthened, including mentoring in sustainable digital media management, consistency in creating promotional content, and improving the ability to manage online stores and market products effectively.

The results of this evaluation serve as the basis for the community service team and the village administration to plan follow-up programs to ensure continued success. The primary focus is on

strengthening the role of POKDARWIS (Tourism Awareness Group) in managing and promoting local tourism, as well as increasing the capacity of MSMEs to utilize digital media and marketplaces as promotional and sales tools for local products. This ensures that the results of the activities are not merely temporary but have a long-term impact on the community. Evaluation is an integral part of the community service program cycle, from planning and implementation to sustainability.

Conclusion

Community service activities carried out in Nagari Lintau Buo, Tanah Datar Regency, have successfully achieved their stated objectives. The community empowerment program, which involved developing local wisdom-based tourism and digitizing promotions on e-commerce platforms, has proven effective in increasing the capacity and skills of the community, particularly the Tourism Awareness Group (POKDARWIS) and MSMEs.

Several conclusions can be drawn from this activity. First, the program's socialization succeeded in fostering enthusiasm and support from all stakeholders, including the village government, POKDARWIS (Tourism Awareness Group), and business actors. Second, the tourism development training provided to POKDARWIS succeeded in improving understanding and skills in tourism destination management, developing local wisdom-based tour packages, and utilizing digital media for tourism promotion. Third, the training on improving MSME product marketing through digital marketplaces successfully opened local business actors' insights into the importance of digital transformation in expanding market reach and increasing product sales. Fourth, the results of the joint evaluation showed that this activity received a very positive response from all target groups and warrants follow-up with a more intensive and sustainable mentoring program.

Thus, this program is expected to become a model for community empowerment based on local wisdom that can be replicated in other areas with similar tourism and MSME potential. Sustainability of the program through strengthening the capacity of POKDARWIS (Tourism Awareness Group) and independent MSMEs is key to the long-term success of Nagari Lintau Buo as a more widely recognized cultural and natural tourism destination.

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