Indonesian Tourism Village Potentials, Marketing Strategies And Language: A Case of Wringinsongo Village

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Abstract

Realizing that each human being is naturally gifted with numerous talents, the objective of the study is to identify the potentials of Wringinsongo village and the marketing strategies the village has implemented to realize a tourism village. Wringinsongo village has abundant natural and human resources waiting to be explored, namely Sumberingin swimming pond, multipurpose building, natural clean water source, and local products such as traditional drinks made from turmeric, banana and papaya chips, as well as Jemblem, a traditional snack made from fried cassava. This study employed a descriptive qualitative design. The data collection methods were in-depth interviews, observations, and documentation. The findings revealed that due to some changes in management, the BUMDes has yet to be able to apply optimal marketing strategies. Furthermore, the village did not have any promotional videos or social media. The marketing strategies using a language approach were used to spread information about Wringinsongo village and its potential. It is expected that the village management will implement marketing strategies that use a language approach more frequently to support the development of Wringinsongo village into a tourism village. The marketing strategy using a language approach is to use attractive captions containing information about the facilities, infrastructure, and various potentials of Wringinsongo Village.

Keywords: Indonesia, language approach, marketing strategy, social media, tourism media

Abstrak

Menyadari bahwa setiap manusia secara alami memiliki berbagai bakat, penelitian ini bertujuan untuk mengidentifikasi potensi Desa Wringinsongo dan strategi pemasaran desa yang telah diterapkan untuk mewujudkan desa wisata. Desa Wringinsogo memiliki sumber daya alam dan manusia yang melimpah untuk dijelajahi, yaitu kolam renang Sumberingin, gedung serbaguna, sumber air bersih alami, dan produk lokal seperti minuman tradisional yang terbuat dari kunyit, pisang dan keripik pepaya serta Jemblem, camilan tradisional yang terbuat dari singkong goreng. Penelitian ini menggunakan desain deskriptif kualitatif. Metode pengumpulan data adalah wawancara mendalam, observasi, dan dokumentasi. Temuan mengungkapkan sehubungan dengan beberapa perubahan dalam manajemen, BUMDes belum dapat menerapkan strategi pemasaran yang optimal. Selain itu, desa tidak memiliki video promosi atau media sosial, strategi pemasaran menggunakan pendekatan bahasa, untuk menyebarkan informasi tentang desa Wringinsongo dan potensinya. Diharapkan manajemen desa dapat menerapkan strategi pemasaran yang menggunakan pendekatan bahasa lebih sering untuk mendukung pengembangan Desa Wringinsongo menjadi desa wisata. Strategi pemasaran menggunakan pendekatan Bahasa adalah dengan menggunakan caption yang menarik berisi informasi tentang sarana, prasarana dan berbagai potensi yang dimiliki oleh Desa Wringinsongo.

Kata Kunci: *Indonesia, media sosial, media pariwisata, pendekatan bahasa, strategi marketing*

1. Introduction

Tourism industry has undoubtedly been regarded as foreign exchange earner providing opportunities for countries, including the developing ones to thrive and develop. A country will be able to develop its tourism potentials with support and partnership from its neighboring countries for instance those between ASEAN countries (Arnakim et al., 2023). It cannot be denied that the tourism industry can play a role in increasing economic development in a country, Indonesia is one of them. Tourist visits from neighboring countries are certain to have a positive impact on supporting the development of Indonesian tourism. Therefore, cooperation between countries in ASEAN is needed to mutually encourage tourism progress. One of the ways is by collaborating to make it easier for citizens to visit tourism objects in ASEAN countries.

East Java is both beautiful and well-diverse. The province offers local wisdom, local custom and tradition, as well as local delicacies to attract potential visitors. Malang Regency is one of the municipalities in East Java that has a lot of tourist destinations. There are no less than 49 tourist objects that offer the beauty of beaches, waterfalls, pine forests, caves, and temples to attract local and foreign tourists.

In 2015, the government launched tourism development program that focuses on promoting 10 top national tourist attractions outside Bali for the first time. The ten tourist destinations are Borobudur Temple in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Bromo Tengger Semeru National Park in East Java, Kepulauan Seribu in Jakarta, Lake Toba in North Sumatera, Wakatobi in North Sulawesi, Tanjung Lesung in Banten, Morotai in North Maluku, and Tanjung Kelayang in Bangka Belitung Island (Ministry of Tourism and Creative Economy, 2022) Indonesia government is also trying to explore not only the places, but also the theme. One of them is rural tourism. Rural tourism is one of the object tourisms that becomes popular in the last few years in Indonesia (Hutagalung et al., 2022; Kataya, 2021; Lubis et al., 2020; Ramli et al., 2016)

When managed properly, natural resources can be an important source of income for the locals. One of the major challenges to promote the domestic tourism sector is lack of information. Lack of marketing holds back the tourism sector and this will lead to a decrease in both national and local revenue. The Tourism Village Program of the government of Malang City has inspired the government of Malang Regency to transform several areas into Tourism Villages. A tourism village is a community or society comprising residents of a limited area who can interact with each other directly under a management; this community group utilizes their respective roles, skills and abilities to explore potential resources to ensure the growth of tourism sector in their area(Setiyadi, 2019).

Tourism village places community as the subject or main actor in tourism development. In its social activities, these actors strive to increase their understanding about tourism sector, provide room for public participation in developing tourism sector in their region, increase the value of tourism and then use it to empower the community.

Based on the description about tourism village, there are a lot of requirements in developing Wringinsongo village into tourism village, namely infrastructure, facilities and human resources as a motor for change. This research aimed to run analyses toward marketing communication strategy of BUMDES Desa Wringinsongo (village-owned enterprise of Wringinsongo village), Malang Regency, East Java as an attempt to introduce the tourism potentials in the village to prospective local and international visitors. Geographically, Wringinsongo village is situated between 6° 21' - 6° 31' South Latitude and 105° 10' - 110° 40' East Longitude. The area is 300 meters above sea level with the average rainfall of 1,010 millimeters. Geologically, all the land in Wringinsongo village is very suitable for agriculture and plantations. The land is divided into 101,13 hectare of rice fields,

20.71 hectare of residential area and 3.19 hectares of fields/moors. Majority of the locals work as farmers and cattleman (mostly dairy cattle).

Based on the 2019 data, 702 people work in agriculture, 342 people work in service sector, 126 in trade, and 176 works in other sectors. In other words, agriculture is the dominant sector. As an addition, the close proximity between the village and sub-district office results in a shift in the local's occupation; some of them currently work in trading and service sector.

There has not been many research carried out regarding information and publications in Wringinsongo Village, and therefore, a more comprehensive promotion and marketing is needed. The first step is to map out the potential of Wringinsongo Village in order to identify added values that can attracts visitors. The locals can use this identification to determine their roles and participation in exploring the resources the village has already had.

One of the vital steps in developing village potentials is planning. A plan refers to a map showing direction toward successful development. The next step is a marketing communications strategy. Marketing plays a strategic role to achieve successful planning. Without an effective marketing communication strategy, a company will not be able to gain high profit no matter how good quality of their product is.

This study investigated marketing communication strategy Wringinsongo Village has implemented since 2021, especially those related to human resource empowerment in an attempt to realize tourism village. The tourism village project is initiated under the partnership between Politeknik Negeri Malang, the government of Tumpang and Wringinsongo village. It is believed that tourism village is able to transform an area into a productive one and as the result, generate higher income for the locals.

2. Method

This design of the research was descriptive qualitative (Milles, 1994) in which researchers describe a selected case. Wringinsongo village was selected as research object since the village has abundant tourism potentials to explore. In addition, it has a close proximity to Mount Bromo, one of the most well-known tourist attractions in East Java. The strategic location became another competitive advantage of the village. This research focused on identifying marketing strategies that have been implemented, making analyses on how the marketing strategies were implemented and to which extent the strategies affected promotion of the products of Wringinsongo village.

The data collection methods were in-depth interview, observation, and documentation. Related stakeholders, namely BUMDes staffs responsible for social marketing became the interviewees(Creswell, 2014). The instruments employed was a list of general questions which later were followed-up during the interview.

Purposive sampling was the sampling technique employed to select the interviewees/ informants. There were some criteria involved in the process, namely: First, the informant is one of the staffs of BUMDes Desa Wringinsongo. Secondly, two informants have participated actively in activities related to the potentials of Wringinsongo village, including the administrative affairs in the last year. The setting of the study was Wringinsongo village that is situated in Tumpang District, Malang Regency, East Java. The instruments used during observation were field notes and photo documentation, while those used in documentation were marketing activities, mainly the ones posted on social media. The data analysis followed Milles and Huberman (Milles, 1994)(1994: 10-11)'s procedures of data analysis, namely (1) data reduction, (2) data display, and (3) conclusion drawing and verification. Data reduction was carried out by sorting and grouping data. Data display was carried out using a SWOT table or matrix. Next, conclusion drawing was conducted by interpreting the research findings. The findings were then compared to implementation of a marketing strategy with a language approach, namely copy structure, appeals and a list of linguistic

features. Verification was carried out using a peer debriefing strategy where other researchers in this research group reread and confirmed the analysis results.

The objectives of this research were to describe the potentials of Wringinsongo Village and the marketing strategies that have been implemented by BUMDes Tirta Jaya Kreasi Wringinsongo Village, Malang Regency, East Java Province to promote of the tourism potentials in the area. Wringinsongo village has been selected as one of the tourism villages by the government of Malang Regency. The village needs an effective marketing strategy in order to attract visitors.

It is expected that this research can provide some recommended marketing strategies through SMM to increase number of visitors in Wringinsongo village. In order to accelerate development of tourism village in Wringinsongo village, the village government should be able to explore not only the available natural resources, but also the human resources. Some of the resources Wringinsongo village can take advantage of to support the development are Sumberingin swimming pond, Multipurpose Building, and clean water from Sumberingin.

The research finding was obtained based on the result of in-depth interviews. The main respondent was Novi Angga Setiawan, the Head of BUMDes Tirta Jaya Kreasi. The first interview was conducted on July 6, 2023 in which the main respondent answered 32 questions. The data collection process lasted for two hours. Follow-up interviews were conducted through Whatsapp on July 26, July 27, and July 29, 2023.

3. Results and Discussion

The research finding was obtained based on the result of in-depth interviews. The main respondent was Novi Angga Setiawan, the Head of BUMDes Tirta Jaya Kreasi. The first interview was conducted on July 6, 2023 in which the main respondent answered 32 questions. The data collection process lasted for two hours. Follow-up interviews were conducted through Whatsapp on July 26, July 27, and July 29, 2023. The results of the interviews were categorized into several sub-topics as follow.

3.1 Sumberingin Swimming Pond

Wringinsongo Village has four tourism potentials to develop. The first is Sumberingin Swimming Pond. This can be a major tourist attraction in Malang Regency. One of the main reasons is its easy access and its close proximity to Jalan Raya Jeru, the main road in Tumpang Regency. Sumberingin swimming pond opens five days a week. It is closed for maintenance every Friday. The number of visitors increases significantly on the weekends or public holidays. Sumberingin swimming pond is a natural pond in which the water comes from a natural spring. Hence, its visitors are not exposed to some chemicals, such as chlorine that may cause some side effects to the skin.

In Sumberingin swimming pond, there are two very iconic giant banyan trees. Estimated to be hundreds of years old, the trees are still well-maintained until today. As a matter of fact, the swimming pond was named after these banyan trees. The natural spring, where the water of Sumberingin swimming pond is from, is located under the trees. As an addition, Sumberingin swimming pond is shady and cool making it suitable for relaxing. Based on their depth, Sumberingin swimming pond has four swimming ponds. Toilet, changing room, praying room and food kiosks are some of the facilities available for visitors. Entry ticket costs five thousand rupiahs on weekdays and seven thousand-and-five hundred rupiahs on the weekend.

3. 2 Multipurpose Building

The second potential Wringinsongo is multipurpose building. It was established in 2017, but the building process was halted in the same year. In 2019, the locals collected some funding to finalize the building. It was then inaugurated in 2020. The total area is 24 meters x 14 meters. The locals use the building for playing badminton and other village activities. They can also rent out this building for certain occasion/event.

3. 3 Clean water from natural water source

The third potential is clean water from natural water source. It supplies a hamlet called Sumberingin. As the result the locals can enjoy clean and fresh affordable water. Every village residents are charged a monthly fee equal to their usage. Source of clean, fresh, water is very useful for village residents because they don't have to pay the water. It is because there are already natural water sources available.

BUMDes Tirta Jaya Kreasi management is currently in a period of change from the old management. As the consequence, the BUMDes has yet to be able to show their best performance. BUMDes staffs are elected by the Head of the Village to promote tourism potentials in Wringinsongo village.

3.4 Traditional MSME product snacks

The fourth potential product of Wringsongo Village is the homemade traditinal snack. There are three MSME centers in Wringinsongo, namely Jemblem (traditional snack made from fried cassava), banana and papaya chips, and turmeric drin. The first two MSME centers are run by individuals, while the last one is run by a group.

The agency responsible for handling promotion through Instagram is the BUMDes, particulary its Head Novi Angga Setiawan, whereas promotion on Facebook becomes the responsibility of the Head of Village Consultation Body (*Badan Permusyawaratan Desa*) of Wringinsongo. Unfortunately, there has yet to be a regular schedule for social media promotion because the BUMDes management is temporarily incomplete. The management changes in BUMDes give the impact of the effective marketing cause one of the function of BUMDes is to help the marketing of the villagers's product of Wringinsongo Village. One of them is doing the promotion of Sumberingin swimming pond through the social media Instagram.

 Prior to promotion through social media, number of Sumberingin swimming pond visitors is very few. Based on the interview with the Head of the BUMDes, it took a long time to sell 2,500 tickets. After social media promotion, 2,500 tickets are sold out within 1-2 months. In other words, social media promotion, Facebook and Instagram, works fairly successfully in increasing number of visitors in Sumberingin swimming pond.

Marketing is a process that involves planning, pricing, promotion and distribution of products or services to meet consumer needs and achieve organizational goals (**Kotler, 2016**). In this context, the marketing of Wringinsongo village focuses on creating value for customers and building long-term, mutually beneficial relationships between producers and consumers. Marketing strategy is the approach taken by the company to achieve its marketing objectives. This strategy

involves identifying targeted market segments, selecting market strategies, and developing a marketing mix consisting of product, price, promotion, and distribution (Kotler, 2016). Tourism village marketing as the process of developing, pricing, promoting and distributing tourism village-specific products and services that leads to consumer satisfaction and achieving organizational goals (Dogra, 2010).

Furthermore, tourism village marketing is a marketing system that involves the development, planning, pricing and distribution of tourism village products so that visitors can access basic products at reasonable prices ((Sharma, 2021). An effective marketing strategy will help companies achieve competitive advantage and increase product sales.

3.5 Designing Social Media Marketing Strategy

A. Determining Target Audience

There are some steps related to design social media marketing strategy. First is determining target audience. Selecting the right target audience plays a key role in social media marketing success. A deep understanding of the relevant target audience is essential in designing an effective strategy. The following is some of the factors to take into consideration in deciding the target audience. Age, interest, and level of interest are a part of this strategy. Social Media Marketing (SMM) is the use of social media as a marketing channel to create and share interesting and relevant content, as well as build and maintain relationships with audiences (Tuten & Solomon, 2017). Social media can be classified into several types, such as social networks (Facebook, LinkedIn), microblogs (Twitter), and photo and video sharing (Instagram, YouTube), as well as forums and blogs (Reddit, WordPress) ((Zarella, 2010). SMM strategy involves planning and implementing marketing activities on social media, such as determining marketing objectives, identifying target audiences, developing content, and selecting and using appropriate social media platforms ((Chaffey, 2017). This strategy must be flexible and adaptive to changing trends and consumer behavior on social media.

In ages, understanding preferences and needs by age group can help in customizing marketing content and messages. As an example, children and teenagers may be more interested in fun and interactive educational attractions, while adults are looking for natural tourism, rural area and culinary. The main informant of this research explained that visitors who come to Sumberingin swimming pond are quite diverse; there are families, couples or also groups.

A requirement to develop a relevant and interesting content is to understand target audience in interest. Some people may be interested in the mountains or beaches, while some others search for content about culinary. The Head of BUMDes Tirta Jaya Kreasi stated that visitors come to Sumberingin swimming pond because of its fresh, clean and natural water.

The level of interest of Sumberingin swimming pond's visitors can help market the tourist attraction to a wider audience. The informant stated after their visit, the visitors recorded independent videos and tagged the swimming pond's Instagram account.

B. Selecting Suitable Social Media Platform

Having selected the target audience, the next step is to decide suitable social media platform to achieve marketing target. There are many relevant social media that can help market the tourism potentials in Wringinsongo, for instance Facebook, Instagram, YouTube, and Website. The ways to increase the potential visitors is making the video about Sumberingin swimming pond with its facilities. For example: the easy access to raise the swimming pond, the operational hours, the ticket's price, the food court, and many more. All video contents are published in the Instagram of Sumberingin swimming pond cause this social media is really effective to raise many viewers.

The most effective language approaches are by raising the usage of the interesting caption which describe the potential aspects of a product. But it is still needed some training for the BUMDes members to be able to write the caption properly. Through the interesting caption which can describe all the facilities and infrastructures, the potential of Wringinsongo Village can be known by the people.

The first promotional media is Facebook. Wringinsongo village Facebook account has 10 followers. The link to the account is https://www.facebook.com/people/Desa-Wringinsongo/100069180967158/?paipv=0&eav=AfZ35hux5sUfRUyqbLyNvvyFNUaqBTOn9 tEjcrF2LIRc7SiFEP94CkaiAiL9yZJ7AiA&_rdr. The second social media is Instagram. Sumberingin bathing pond's Instagram has 143 followers. The link to the tourist attraction Instagram is https://www.instagram.com/explore/locations/702643340/pemandian-sumberingin/ Both the Facebook dan Instagram have very few followers, and thus it is necessary to design a more effective promotional strategy to attract more tourists to Wringinsongo village. Another promotional strategy that the village has implemented is video streaming some events taking place in the multipurpose building on YouTube. This year, nearby schools have rented the building for graduation ceremony.

To promote the MSMEs, the village government plans to create more content and upload them on the official website of Wringinsongo village (Desa Wringinsongo Kabupaten Malang, 2020). The village has limited promotional media for the MSMEs (Jemblem, Papaya and Banana Chips). The BUMDes management has several plans to increase the marketing potential of Wringinsongo Village, such as making pre-wedding photo promotions at the Sumberingin ponds to increase village cash income, marketing the Multipurpose Building for wedding events, as well as including several industrial centers on Google Map to make it easier to search for potential visitors which is interested in coming or buying superior products from Wringinsongo Village.

C. Creating Eye-Catching Content using Language Approach

Creating interesting and relevant content is the key to increasing engagement and attracting tourist interest. Some effective content creation strategies include: creating interesting and relevant content is key to increasing engagement and attracting tourist interest. Some effective content creation strategies include: first, using picture and video. Images and videos have strong visual appeal. Creating and selecting high-quality images and videos capturing various potentials of Wringinsongo Village can increase the number of tourists. Secondly is writing persuasive and interesting texts helps in conveying marketing messages effectively. Using short, clear and persuasive sentences, as well as emphasizing the benefits offered by the product, can increase interest of prospective visitors. Thirdly, story-telling technique creates emotional connection between visitors and tourist destination. Creating interesting and relevant narratives can illustrate

how suitable tourist destination is for a short getaway. A screenshot on Sumberingin Swimming Pond's Instagram shows the use of stories in the uploaded video.

D. Measuring and Analyzing Campaign Result

It is important to measure and analyze the results of social media marketing campaigns for the sake of evaluating the success and effectiveness of the strategies implemented. Some relevant metrics to monitor are the number of clicks, conversions and engagement. First is number of clicks. Tracking number of clicks on the Sumberingin Swimming Pond links or content can provide information about audience interest and enthusiasm. Sumberingin swimming pond's Instagram, @wisata_sumberingin, have very few clicks so far due to, one of which, lacking promotion. The second is conversion. Tracking conversions, such as positive comments about interesting natural resources like Sumberingin Swimming Pond can assess how successful a marketing campaign is in driving action from the audience. Some of the comments left on Wringinsongo Village's social media content are not widely visible. The third is engagement. Audience engagement measurements, such as number of likes, comments, and variety of content can provide an overview of how active and engaged the audience is in a marketing campaign. The specific natural and cultural resources of Wringinsongo Village which is different with other villages in Indonesia is the existence of Sumberingin swimming pond. This swimming pond is special cause the water source comes from the natural water. Many visitors have proved by swimming there, they felt fresh and did not experience sore eyes due to chlorine contamination.

E. Landing page

Landing page is an important aspect of social media marketing because it plays a crucial role in converting visitors into prospects or loyal visitors. The following is an explanation of the importance of landing pages in social media marketing strategy design. First aspect is increasing conversion. A well-designed landing page is able to increase conversion rates. It can provide information about special offers or relevant information directly to visitors, encouraging them to take desired actions, such as visiting and purchasing products from local MSMEs. In other words, an attractive and effective landing page increases tourism village opportunity to convert visitors into prospects or loyal visitors.

Second aspect is personalization and relevance. Through social media, we can direct visitors to personalized landing page, created based on certain campaigns or advertisements. Having connected content and messages from social media directly to relevant landing pages, visitors experience more engagement and are interested in taking further action. This allows us to provide more specific messages and build stronger connections with our target audience.

Third aspect is measurement and analysis. Landing pages allow us to optimize and experiment (A/B testing) to improve performance. By creating different offer page variations and testing elements such as title, layout, appearance, or offer, we can determine which elements are most effective for achieving marketing goals. This allows us to make continuous improvements and increase conversion rates over time.

To increase conversions or results from marketing activities through Social Media Marketing (SMM) campaigns, a landing page must have important elements that need to be considered. The

following are several elements that should be on a landing page so that conversions are better, namely an attractive headline, a short and clear description, Call-to-Action (CTA), testimonials and social proof, interesting images or videos, registration or contact form, as well as clarity of bid value.

a. Attention-grabbing Headline

The headline is the first element that visitors see. Thus, tourism village management should ensure their headline attracts attention and explains competitive advantage, value or benefits offered by the product or service they want to sell.

b. Brief and Clear Description

A brief, yet clear description of the product or service to be sold is very important. Tourism village management should use simple and straight-forward language, and focus on the benefits that visitors will get. Neither the social media nor the official website of Wringinsongo Village provides informative description about the tourism potentials in the village. The content of those promotional media is dominated by images or videos.

c. Standout Call-to-Action (CTA)

CTA is an integral part of landing page. CTA should communicate an expected action from visitors clearly, for instance "Go Out and Explore," "Relax in the Countryside," atau "De-stress in Our Crystal Pond."

d. Testimonials and Social Evidence

Testimonials or positive reviews from satisfied customers should be included on the landing page. This social evidence will help build trust and convince visitors about value of product or service being offered.

e. Interactive Picture or Video

Interactive visual can help capture visitors' attention and strengthen the message to be conveyed. As an example of quality images or videos that are relevant, and match purpose of the landing page.

f. Registration Form or Contact Information

Visitor's registration form that includes contact information should be available on promotional media when marketing campaign aims to collect data about visitor's information and number of prospective visitors. This form should be user-friendly since lengthy questions may decrease conversion rate.

g. Clear Benefit

Promotional media should explain benefit or value of products and service being offered so that visitors decide to go on vacation in Wringinsongo village.

h. Responsive Design

A good landing page is well-designed, responsive in any device and easy to navigate. It is important to have colorful, neat design where information is well-arranged and font is easily read.

i. Trust and Responsibility

Include elements that build trust, such as a company logo, certifications or awards the tourism village has won, a privacy policy and a customer satisfaction guarantee.

j. Special Offer or Incentive

To drive conversion, consider including special offers or incentives, special discount and additional bonus for instance, for visitors who take certain action.

Problems with temporary management of BUMDes can be overcome by appointing permanent administrators so that they can focus on managing BUMDes which has an impact on the regularity of management. To improve the potential marketing strategy for the Wringinsongo tourist village, several things are needed, namely establishing a more regular and consistent social media promotion schedule, exploring new social media platforms, or improving the quality of content with more interesting visuals and narratives.

This study has researched the potential of Desa Wringinsongo to proceed to village tourism and suggested integration of language as a strategic tool to cultivate for promoting it. However, some limitations have occurred in terms of data triangulation. In data triangulation, despite applying various methods, interview was done with only one informant. This, of course, has affected the credibility of the research. In addition, as the data were qualitative, some potentials of bias in analysis and interpretation might occur. Finally, future research could explore new marketing technologies such as virtual reality (VR) tours or increasing community engagement through user-generated content on social media.

4. Conclusion

Based on the data collection and analysis, it can be concluded that the marketing strategies that employ language approach has yet to be implemented regularly in Sumberingin Swimming Pond. The main respondent, the Head of BUMDes has created video content as promotional media on Facebook dan Instagram. Some of the videos the BUMDes had created did not have either one particular market segment or concept. The concept may change while shooting. The major obstacle the tourism village is facing currently is that the BUMDes has yet to have a solid management. Other issues are unclear job description for the BUMDes management and staffs, and lack of time for promotions because the management has other activities.

Promotional videos posted on the village's Facebook and Instagram is considered as quite an effective marketing strategy because they are able to increase number of visitors in Sumberingin Swimming Pond and generate more income for the tourism village. In addition, these visitors often create their own videos about the tourist attraction and tag Sumberingin Swimming Pond's social

media. In the future, the BUMDes plans to improve its promotional strategies by adding new activities and concepts, such as pre-wedding photos, creating Ketjeh Park, and making video content more regularly. Some barriers to implementing an optimal marketing strategy in Wringinsongo Village are increasing the activity of BUMDES members to promote various superior products in the village. It is believed that BUMDes members who are active in carrying out promotions can do promotions more regularly and in a targeted manner so that they can accelerate the realization of tourist villages. The regular and structured promotional efforts to sustain and further develop tourism in Wringinsongo village can increase the visitors to come and visit.

Several strategies need to be pursued and improved regarding marketing strategies for increasing the potential of Wringinsongo Village to become a tourist village. If all strategies are implemented effectively, the marketing of Wringinsongo village products will be much more successful and have a positive impact on society. First, BUMDes administrators. It is hoped that they will be more active in promoting superior village centers using language approach, namely making videos and also publishing them on social media more intensely. Second, there is no place to display superior products in the form of Turmeric drinks, Bananas and Papaya chips, and traditional foods that not many people know about. Of course, this is very influencing the number of sales you want to achieve. Third, all the potential that Wringinsongo Village has will be able to develop further if all village residents work together to carry out promotions regularly and continuously. Lastly, in an effort to help the realization of Wringinsongo Village into a tourist village is expected to include training carried out with routine intensity in order to motivate village residents to have awareness of developing their village become a tourist village. The training that needs to be carried out is based on the needs of village residents for increase competencies and skills from the potential that already exists.

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