

Social Media Marketing Implementation: Lesson Learn from Petung Park, Belik Village

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ABSTRACT

The development of tourist villages requires special attention to ensure that villages can progress and grow. This study examines the effectiveness of social media use on visitor numbers and revenue at Petting Park. The study employs a qualitative approach involving direct observation and in-depth interviews with Petung Park management, particularly the Mulya Jaya Village-Owned Enterprise (BUMDes). Data collection focused on the park's social media strategies, including the use of Instagram, TikTok, and YouTube, as well as collaborations with external content creators. The study also analyzed changes in income before and after the implementation of social media marketing. The study results showed a significant increase in income, with Petung Park's income increasing by 30% after the implementation of social media marketing. Social media activities, including reposting visitor content and posting visually appealing content, have effectively expanded reach and increased engagement. Collaboration with influencers has significantly increased visitor numbers, highlighting social media as an efficient marketing tool for enhancing tourist appeal, expanding promotional reach, and increasing revenue for Petung Park, managed by BUMDes.

Keywords: Social media, tourism marketing, Petung Park, influencer collaboration.

1. INTRODUCTION

Belik Village, located in Trawas District, Mojokerto, has a strategic position and potential as a tourist village. The village is situated on the slopes of Mount Penanggungan with a land area of 461.30 hectares, offering enchanting natural scenery and various other potentials, such as agriculture, rice fields, and the development of Micro, Small, and Medium Enterprises (MSMEs). Belik Village is transforming into a tourist village, with one of its main attractions, Petung Park, a Petung Forest tour managed by a Village-Owned Enterprise (BUMDes).

A critical element in the management of this tourist destination is the active role of the Belik Village Youth Organization, which is managed by the village youth. Based on the Village Head Decree No. 21 of 2020 concerning the Establishment of the Management of the Belik Village Youth Organization for the 2020-2025 Service Period, this organization has a strategic role in developing the social welfare of the younger generation and society. Karang Taruna is tasked with optimizing local potential by developing tourist areas and empowering the local community (Lianto et al., 2024). Tourism village empowerment is important in driving change toward developing tourism villages (Megawati et al., 2022). Tourism village empowerment is expected to drive a circular economy that can be environmentally sound and has high long-term value (Pratono et al., 2024). With most of its members being young people, Karang Taruna is expected to bring innovation and creative ideas to accelerate Belik Village's development as a leading tourist village. The potential of this village is very diverse, ranging from a 3.5 ha bamboo forest, water sources, and rice fields to mountains that offer priceless natural beauty. In addition, the diversity of local cultures, such as Pencak silat, banteng, and local culinary specialties, is also an added value that can attract tourists and enrich the tourism experience in Village.

Petung Park Tourism is one of the most unique and interesting tourist destinations in Belik Village. It combines a culinary experience with natural beauty, allowing visitors to enjoy a meal surrounded by a beautiful petung bamboo forest. One of the main attractions of Petung Park is the fun baby pool and the experience of eating over the "Bebekan" spring stream, also known as the "Keceh" tour. Despite its less strategic location, with the access road having to pass through a village road about 500 meters from the main village road and into Jibru Hamlet, Petung Park still attracts more than 1000 visitors every week.

With all its tourism potential, Belik Village needs the right marketing strategy to develop its village potential into a better-known tourist village. Digital marketing through social media is one of the practical solutions because it can accelerate the dissemination of information and attract more visitors, especially in the new normal era (Deb et al., 2024). In addition, social media can increase the number of visitors by disseminating engaging marketing content and

increasing the desire to visit again (Aliyah et al., 2024; Zhou et al., 2023). Social media allows users to easily access information about Petung Park, even though this tourist location is quite far from the main road. Social media is also instrumental in increasing public awareness about the potential of Belik Village, especially Petung Park. With many social media users in Indonesia, ranging from children to adults, marketing through this platform can reach various groups. Collaboration with influencers or content creators can effectively attract more people's attention, even outside the Mojokerto district. This is evident from the increase in visits from other regions, as seen from the number of vehicle plates outside the region, such as Surabaya (L), Sidoarjo (W), Pasuruan, Probolinggo, Malang, and Lumajang. Marketing through social media can be a big step for Belik Village in developing its tourism potential more widely and sustainably.

2. RESEARCH METHODS AND RESULTS

This study aims to determine whether social media use significantly affects visits and turnover at Petung Park Tourism, Trawas. Qualitative research was used in this study through direct observation and in-depth interview methods (Rosalina et al. 2024). Direct observation was conducted with the manager of Petung Park Tourism, namely BUMDes Mulya Jaya, to obtain accurate data regarding tourism development using social media as a marketing channel. In addition, a visit and in-depth interview process was also carried out with BUMDes Mulya Jaya management to explore further information regarding the marketing strategies implemented, especially regarding the use of social media and collaboration with external content creators.

At the beginning of the opening of Petung Park Tourism in November 2022, the turnover generated was Rp 32,019,000 without social media such as Instagram, TikTok, or YouTube. This research also noted that in that month, Petung Park had not yet used social media to introduce itself to a broader audience. However, after starting to collaborate with content creators with a large following and utilizing social media platforms, there was a significant turnover increase. In December 2022, Petung Park's tourism turnover increased by 470.71%, reaching Rp 182,723,000



Figure 1. Petung Park Revenue

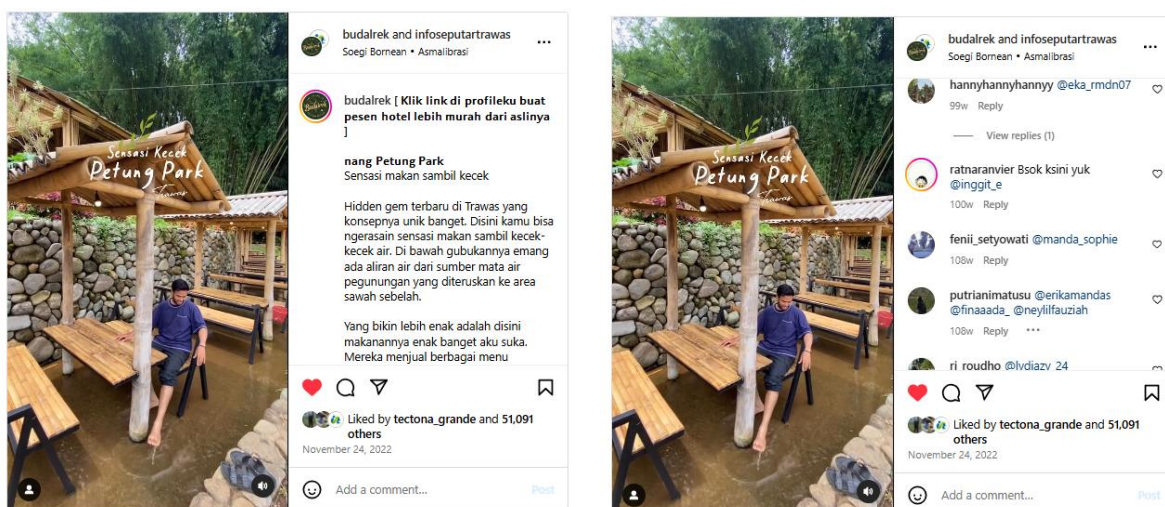


Figure 2. Petung Park Content

Furthermore, the influence of social media use on Petung Park tourist attraction has also increased significantly. In January 2023, the TikTok Mojokerto Jalan-Jalan account, which posted content on January 15, 2023, achieved 485,000 views, 30,000 likes, 320 comments, 6,806 pins, and 5,720 shares. This achievement also contributed to the increase in Petung Park Tourism turnover, which was recorded at Rp 238,358,000, up 30.44% compared to the previous month. This success was influenced by endorsed partnerships and coverage from content creators who helped post their experiences on social media, which in turn impacted increasing the number of visits to Petung Park. In addition, Wisata Petung Park's social media is actively managed to upload the latest content and repost the posts of visitors who tagged Petung Park's social media accounts. This helps maintain the rhythm of promotion and ensures consistent visibility on social media platforms. Posts with interesting and attractive visuals can attract the attention of social media users, who often provide positive comments and increase engagement on Petung Park's social media accounts.

This can be seen at the end of 2023 when Mas Teguh's YouTube Channel uploaded content about Petung Park Tourism, which got 14,056 views. At the same time, Wisata Petung Park's turnover in November 2023 was recorded at IDR 67,055,000. However, after the content was uploaded, the turnover in December 2023 jumped sharply to Rp 271,312,000. This increase shows how much influence social media coverage has on the promotion of Petung Park Tourism, both through endorsements and voluntary coverage by content creators.

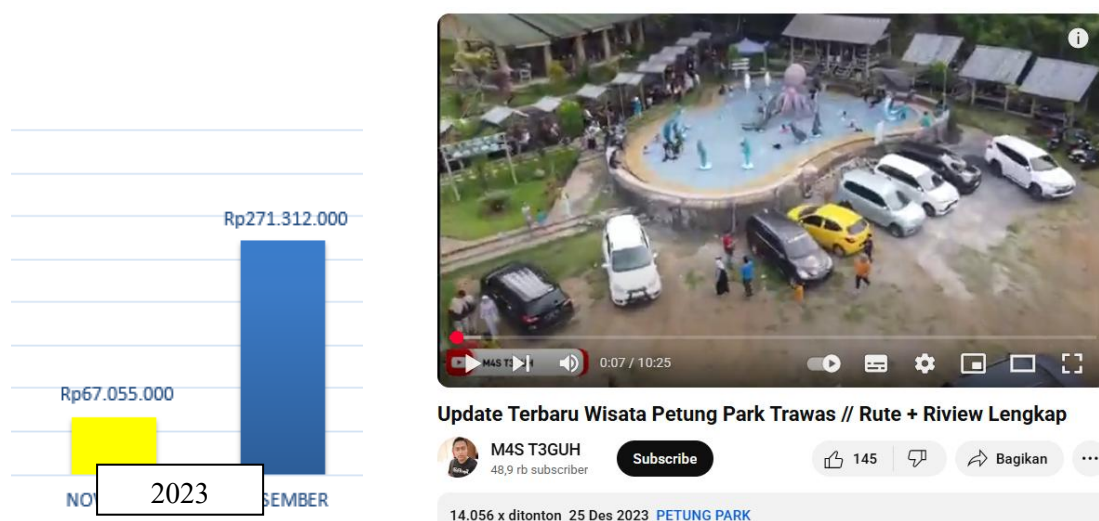


Figure 3. Review by Influencer

3. CONCLUSION

The results of this study indicate that social media significantly influences turnover and visits to Petung Park Tourism Village. Interesting and attractive social media content can attract users' attention to visit. In line with that, Arli et al., (2017) stated that social media strongly influences consumer awareness, attitudes, loyalty, and purchase intentions. Through engaging content, social media will provide entertainment and information that can make consumers aware of tourist areas and increase consumer intention to visit tourist villages (Koay et al., 2021). Gaffar et al., (2022) found that social media can increase consumer curiosity, which leads to an increase in consumer desire to visit tourist areas.

The activeness of Petung Park's official social media accounts, such as Instagram, TikTok, and website, is important in maintaining promotional consistency and increasing interaction with visitors. Strategies such as reposting content from visitors and uploading engaging visuals effectively expand information reach. Interesting content, especially environmentally sound content, according to Ng et al., (2025), can increase emotional value, which has an impact on increasing tourist visits. Petung Park is a tour with an eco-tourism perspective. The content displayed, especially regarding local wisdom, waste management, et al., can be a special attraction that can increase the sense of emotional bonding in social media users. In addition, cooperation with well-known content creators and many followers on social media platforms has also positively impacted tourist visits. Although it costs money for this collaboration, the investment provides significant results in increasing tourist visits and turnover. Thus, social media is not only an efficient marketing tool but also a very effective strategy for increasing tourism attractiveness, expanding promotional reach, and boosting BUMDes' revenue as the manager of Petung Park Tourism.

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