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Empowering the Local Community through Digital Content Creation for Tourism Village Marketing

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ABSTRAK

The community engagement program focused on a tourism marketing training held in Sungai Petai Village, Kampar Regency, which adopted three key approaches—destination image, halal tourism, and sustainable tourism—within a rhetorical structure framework. The main objective was to enhance local capacity in producing compelling marketing content for village tourism by utilizing digital platforms effectively. Initiated by a team of academics from the Faculty of Social and Political Sciences, Universitas Riau, the program applied a problem-based learning method and was evaluated through three levels of assessment: reaction, learning, and behavior, involving a total of 30 participants. This training program successfully improved participants' knowledge and practical skills, particularly in using digital tools for tourism promotion. Participants were able to produce creative marketing materials integrating the three dimensions of tourism marketing—image, halal, and sustainability—while applying rhetorical design principles using the digital applications of graphic design. However, several challenges were identified, including limited access to adequate equipment and licensed design software. To achieve greater and more sustainable economic impact, this study recommends extended technical mentoring, improved facility support, and ongoing evaluations that connect promotional activities to measurable indicators such as visitor engagement and income growth.

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1. PENDAHULUAN

Tourism marketing constitutes an integral element of Indonesia's overall tourism development strategy, as stipulated in Government Regulation No. 11 of 2011. In line with prevailing legal frameworks, the promotion of tourism in Indonesia is guided by three primary approaches. The first emphasizes image-building as a means of shaping national tourism identity. The second focuses on advancing sustainable tourism, as outlined in Government Regulation No. 11 of 2011 and the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency No. 9 of 2021. The third approach pertains to the development of halal tourism, grounded in Government Regulation No. 31 of 2019, the Implementing Regulation of Law No. 33 of 2014 on Halal Product Assurance, and the Regulation of the Minister of Tourism and Creative Economy No. 2 of 2014 on Guidelines for the Implementation of Sharia Hotel Businesses.

An image represents a mental construct that takes shape in the minds of potential tourists, derived from a selective interpretation of numerous available impressions [1]. This construct emerges through a dynamic and multifaceted process involving both tourists and destination marketing organizations (DMOs). On the demand

side, tourists develop a perceived image based on their own experiences, expectations, and information exposure [2] [3]. On the supply side, tourism organizations and industry actors create a projected image—also referred to as an induced image—through the use of promotional media for destinations, encompassing both traditional and digital platforms [4][5]. In addition, autonomous agents such as news media, word of mouth, and direct visitor experiences contribute to the formation of an organic image [6].

Building upon this framework, the development of a projected image specifically involves the strategic efforts of DMOs in shaping how destinations are represented and perceived externally. Through the design and dissemination of tourism marketing materials, DMOs integrate diverse elements of attraction into the destination's overall identity. These elements commonly include cultural heritage, natural landscapes, historical and religious architecture, and portrayals of local community life [7].

Beyond the construction of destination images, the principle of sustainability has also become a central pillar in contemporary tourism development. Sustainable tourism represents the practical application of sustainable development principles within the tourism sector—namely, a form of tourism that fulfills the needs of the present without compromising the ability of future generations to meet their own [8]. More broadly, sustainable development refers to an approach that emphasizes the long-term environmental, economic, and social consequences of human activities [9].

In the context of Indonesia's national development agenda, the concept of sustainable development is interpreted as a conscious and well-planned effort to integrate environmental, social, and economic dimensions into development strategies. This integration aims to ensure the integrity of the environment as well as the safety, welfare, and quality of life of both present and future generations, as stipulated in Article 1(3) of Law No. 32 of 2009 on Environmental Protection and Management. In line with this perspective, previous studies have highlighted the multidimensional nature of sustainable tourism, encompassing environmental, cultural, social, and economic sustainability [10][11].

Finally, halal tourism represents an emerging concept within global tourism studies, referring to the provision of tourism products and services designed to meet the needs and preferences of Muslim travelers [12]. Such travelers may visit both Muslim-majority and non-Muslim countries [13]. Within the tourism literature, the concept has appeared under various terminologies, including Sharia-compliant tourism [14], Sharia tourism [15] [16], and Islamic tourism [17][18] [19].

The interchangeable use of the terms halal, Sharia, and Islamic in this context reflects the role of Islam as a source of values shaping tourism practices across multiple dimensions. These dimensions encompass both tangible and intangible aspects: tangible elements include the availability of halal food, prayer facilities, and accommodations adhering to Islamic principles, while intangible aspects involve Islamic entertainment, modest dress codes, moral conduct, and the audibility of the call to prayer (adhan) within the tourism environment [20] [21].

At the policy level, the Riau Provincial Government has incorporated these three approaches—tourism image development, sustainable tourism, and halal tourism—into its regional tourism development strategy. This commitment is clearly articulated in the province's tourism development vision: "Realizing Riau as a World Halal Tourism Center Based on Malay Culture and Sustainability" (Article 7, Riau Regional Regulation No. 5 of 2022). The same regulation further emphasizes that tourism marketing constitutes an integral component of Riau's overall tourism development framework (Article 3), and that the development of a tourism image serves as a key approach within the province's marketing strategy (Article 9, Section i).

At the national policy level, the entire Riau Province has been designated as one of Indonesia's key centers for halal tourism development, as outlined in the Ministry of Tourism and Creative Economy Strategic Plan (2019). To operationalize this mandate, the Riau Provincial Government enacted Governor Regulation No. 18 of 2019 on Halal Tourism, which provides a policy framework for the implementation and promotion of halal-

based tourism initiatives across the region.

In parallel with these policy developments, a growing body of literature highlights the increasing significance of digital platforms—particularly social media—as essential tools for marketing tourist villages [22] [23] [24]. Despite their recognized potential, the actual utilization of such digital media in promoting tourist villages remains limited [25][26]. Several studies attribute this limitation to the shortage of skilled human resources at the village level, which constrains the effective use of digital technology in tourism promotion [24].

At the same time, the growing emphasis on creatively designed visual elements [27] and compelling textual components [28] within rhetorical structure approach in tourism marketing has become a crucial factor in capturing and sustaining tourist attention. The integration of these two elements—visual and textual—not only enhances the aesthetic appeal of promotional materials but also strengthens the persuasive power of destination narratives [28].

Taken together, the existing body of literature indicates that the success of tourism marketing depends not only on the availability of digital media, but also on the ability to produce content that is aesthetically compelling, communicative, and aligned with the values of the destination. These theoretical perspectives suggest that efforts to strengthen destination image, integrate halal principles, and promote sustainability will only be effective when supported by marketing materials that are visually persuasive, contextually coherent, and easily accessible through digital platforms. In response to these insights, the community engagement program was designed to bridge the gap between theory and practice by providing training on visual-rhetorical content creation and the use of digital design applications. This approach enables participants to translate key concepts in tourism marketing into concrete visual products that can be directly applied to enhance the promotional efforts of Sungai Petai Tourism Village.

Then, the comparison between the literature and field observations shows that the challenges identified in theory closely mirror the situation faced by the community partner. The team's initial assessment indicates that Sungai Petai Tourism Village is still constrained by three major issues: (1) weak digital branding, evident from the limited promotional content on social media and the absence of a structured content calendar; (2) the lack of integration among destination image, halal tourism, and sustainability, as existing materials focus mainly on natural scenery while neglecting halal and sustainability elements; and (3) limited technical skills among local tourism actors in using design tools and creating engaging visual content. These constraints collectively contribute to a weak destination image, limited promotional reach, and stagnant visitor growth.

Given the complexity of these issues, strengthening local capacity through a community engagement program has become an urgent necessity to help the village remain competitive in tourism promotion. Sungai Petai Tourism Village needs to enhance its digital marketing capabilities, particularly as many tourism villages in Indonesia still struggle with digital literacy and the production of visually persuasive content. Yet, initiatives that combine destination image, halal tourism, and sustainability into a practical, visually oriented training model remain uncommon. Without such support, tourism villages risk stagnating in visitor growth, falling behind more digitally active destinations, and missing economic opportunities that should benefit the local community.

In keeping with the complexity of the challenges described earlier, this community engagement initiative was designed with three key objectives. First, it aims to strengthen participants' understanding of an integrated marketing framework that brings together destination image, halal principles, and sustainability. Second, it seeks to improve participants' ability to create digital marketing materials—particularly photo–text compositions that reflect the principles of visual rhetoric. Third, the program encourages participants to apply these skills in real promotional activities for the tourism village, with the expectation that they produce at least

two new pieces of content per week during the month following the training.

2. METHOD

Sungai Petai Village is located in Kampar Kiri Hilir District, Kampar Regency, Riau Province. The village has been developing its tourism potential through the establishment of a community-based tourism model, positioning itself as a tourism village. However, a preliminary assessment conducted by the community service team identified three major challenges in its marketing practices. First, the village has not yet integrated the three tourism marketing approaches outlined in national policy—image, sustainability, and halal orientation—as its current efforts remain focused primarily on image promotion. Second, the existing promotional materials lack effective visual design and the creative integration of text and imagery needed to attract tourist attention. Third, local stakeholders demonstrate limited proficiency in utilizing digital platforms for tourism marketing.

To respond to these challenges, the team implemented a targeted training program for tourism operators, Pokdarwis members, and other stakeholders involved in developing Sungai Petai Tourism Village. The program engaged 30 participants, including local entrepreneurs, destination managers, youth representatives, and village officials. Most had limited experience with graphic design and were unfamiliar with tools such as Canva, relying mainly on unedited mobile phone photos for promotion. These initial conditions guided the scope and depth of the training. The activity was conducted on 8 September 2025 at the Sungai Petai tourism hall on Jl. Raya Sungai Pagar Km. 35, Kampar Kiri Hilir, Kampar Regency, Riau Province.

This training program employed a problem-based learning (PBL) approach [29] carried out through several interconnected stages designed to promote active participation and contextual understanding. To begin with, the activity opened with a problem presentation session. Participants were first introduced to the concept of integrated tourism marketing, which combines three essential perspectives: image-based tourism, halal tourism, and sustainable tourism. Once the conceptual groundwork had been laid, participants were presented with several illustrative examples—such as cases of unbalanced marketing content that emphasized one aspect of image while overlooking others. These examples helped participants recognize the complexity of real-world challenges in tourism marketing and encouraged them to think critically about potential solutions.

In the next stage, the process shifted to strategic planning. During this phase, participants were guided to design solution strategies aligned with the three dimensions of tourism marketing while also balancing the creative use of text and visual elements. This stage emphasized the need for coherence between message and medium, urging participants to produce marketing materials that were both conceptually sound and visually engaging. Following this, the training moved into the collaboration phase. Participants were divided into small groups and tasked with developing solutions together. Throughout the process, the facilitator acted as a mentor—providing direction, clarifying doubts, and offering constructive feedback to help refine participants' ideas and outputs.

Afterward, the activity continued with group presentations. Each team was invited to present its proposed solutions and the reasoning behind them. This session not only showcased participants' analytical and creative thinking but also encouraged mutual learning through dialogue, critique, and appreciation of diverse perspectives. Finally, the session concluded with a reflection phase. Both participants and facilitators engaged in an open discussion to evaluate the entire learning process—what had worked effectively, what needed refinement, and what could be improved in future training. This reflective dialogue helped consolidate the learning experience and strengthened participants' sense of ownership over the skills they had acquired.

The use of the problem-based learning (PBL) approach aligns closely with the objectives of the program, as it allows participants to learn through real issues faced by the tourism village. Each stage of the PBL model—from problem identification and solution planning to collaboration and reflection—was structured to ensure that participants' competencies developed gradually and in a measurable manner, consistent with the goals of

the community engagement initiative.

Then, to measure the impact of the training, the program adopted Kirkpatrick's Three-Level Evaluation Model [30]. At the first level, a reaction evaluation was carried out to capture participants' satisfaction with the training design, materials, and facilitation. Questionnaires were distributed at the end of the program, and the collected responses were analyzed to identify the overall level of satisfaction and areas needing further improvement.

Afterward, at the second level, a learning evaluation assessed participants' progress in understanding and applying the concept of integrated tourism marketing. This evaluation took the form of hands-on assignments in which participants demonstrated their ability to create marketing content for the Sungai Petai tourism village that effectively combined text and visual elements. Finally, at the third level, a behavioral evaluation was conducted through post-training interviews. The aim was to determine whether participants had applied the newly acquired knowledge and skills in actual marketing practices within the Sungai Petai tourism village. These interviews provided insights into how the training influenced participants' professional behavior and the sustainability of its impact.

The indicators for each level of evaluation were defined as follows:

1. At least 80% of participants were expected to assign a satisfaction score of 4 or higher on a five-point scale (reaction).
2. A minimum of 70% of participants were expected to produce at least one piece of marketing content that integrates the three approaches—destination image, halal tourism, and sustainability—while adhering to principles of visual rhetoric (learning).
3. At least 50% of participants were expected to apply the skills acquired during the training in real promotional activities within the three weeks following the program (behavior).

3. RESULT AND DISCUSSION

The community service activity conducted in Sungai Potai Village, Kampar Kiri Hilir District, Kampar Regency, Riau Province, was successfully implemented according to the predetermined schedule on September 8, 2025. The event brought together 30 participants, consisting of local tourism entrepreneurs, members of the Tourism Awareness Group (Pokdarwis), culinary micro-business owners (UMKM), and several local stakeholders who play an active role in developing the village's tourism potential.

From an implementation standpoint, the training—organized as part of an academic community service initiative by lecturers from the Faculty of Social and Political Sciences, Universitas Riau—was carried out through a series of structured stages. These included technical preparation, participant registration and seminar kit distribution, an opening session, and the delivery of three core training modules:1. Integrated Tourism Marketing, focusing on destination image, halal tourism, and sustainable tourism; 2.Visual Techniques and Photo–Text Integration within the framework of Rhetorical Structure, which emphasized aesthetic and communicative balance in content design; and 3. Digital Marketing Strategies, introducing participants to the effective use of online platforms for promoting tourist destinations.

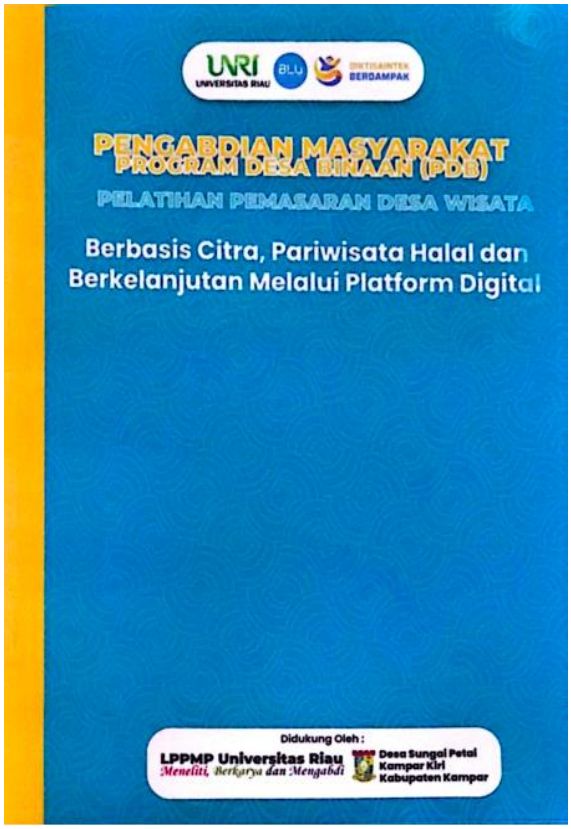


Fig 1. Training Manual Cover

Following the presentation sessions, participants were divided into groups to engage in hands-on practice. Each group collaborated to produce sample marketing content for the Sungai Potai tourism village, combining photographs with captions that reflected the village's unique characteristics and values. The group outputs were then presented and discussed in plenary, allowing participants to exchange feedback and reflect on their creative processes.

Throughout the activity, extensive documentation was produced, including participant attendance records, audio and video recordings, photographs, and examples of marketing materials developed during the workshop. These materials not only served as evidence of program implementation but also as a learning resource for further community-based tourism initiatives.

Then, a series of evaluations were conducted to assess the effectiveness of the training program, following the three levels outlined in Kirkpatrick's model. At the first level, the evaluation was focused on reaction evaluation, which aimed to measure the participants' level of satisfaction with various aspects of the training. For this purpose, the organizing team distributed a closed-ended questionnaire using a five-point Likert scale, where a score of 1 indicated very dissatisfied and a score of 5 indicated very satisfied.



Fig 2. Documentation of instructors' activities and participants' engagement during the training program.

Several dimensions were assessed in this evaluation, including the quality of facilitators, the relevance of the training materials, the effectiveness of interactive learning methods, the adequacy of supporting facilities, and the perceived improvement in participants' practical skills. Before filling out the questionnaire, participants were instructed to respond as objectively as possible. To maintain confidentiality and minimize response bias, they were not required to provide any identifying information on the evaluation form.

In general, the analysis of all responses indicated a high overall level of satisfaction. The mean scores for the five evaluation aspects ranged between 3.6 and 4.4, with the majority of participants rating their experience as satisfied (score 4) or very satisfied (score 5).

More specifically, the highest mean score was recorded in the category of "Facilitator Quality", with an average of 4.43, and 93% of participants assigning scores of 4 or 5. This strong rating reflects participants' appreciation for the facilitators' mastery of the subject matter, clarity of explanation, and engaging delivery style. The second-highest score was observed in the "Interactive Learning Method" category, with an average of 4.30, and 90% of participants giving ratings of 4 or 5. Most participants expressed that the interactive learning approach used throughout the training was both stimulating and participatory, allowing them to be actively involved rather than remaining passive listeners.

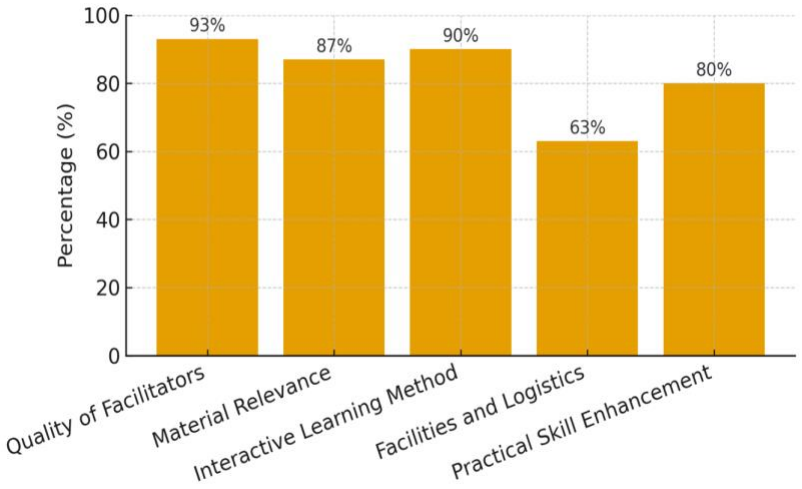


Fig 3. Participants' Satisfaction Levels by Training Aspect

In addition, the category of "Material Relevance" ranked third with an average score of 4.20, where 87% of participants assigned ratings of 4 or 5. These findings indicate that most participants perceived the training materials as highly relevant to their professional and community needs, particularly in strengthening their capacity to promote and manage their village tourism potential more effectively. The data further suggest that the training content was well-aligned with the participants' practical challenges and aspirations, allowing them to translate theoretical insights into context-specific applications.

Meanwhile, the category of "Practical Skill Enhancement" also achieved a relatively high rating, with an average score of 4.00 and 80% of respondents giving scores of 4 or 5. This result implies that the training successfully provided meaningful hands-on experiences, enabling participants to directly practice content creation, visual–text integration, and digital platform utilization relevant to tourism marketing. In contrast, the "Facilities and Logistics" aspect received the lowest mean score among all categories—3.63, with 63% of respondents rating it 4 or 5. This lower score points to several logistical challenges, particularly related to supporting equipment, venue conditions, or technical infrastructure. Such findings underline the need for better preparation and resource optimization in future training sessions to ensure that the learning environment fully supports the participants' engagement and productivity.

Subsequently, at the second evaluation stage, the service team randomly selected several participants to demonstrate their skills in producing tourism marketing content for the Sungai Petai tourist village. Each selected participant was provided with several photographs depicting local tourism attractions and was then asked to redesign these photos by integrating various elements—such as color composition, typography, lighting, and other visual aspects—so that the images appeared more vibrant and conveyed a stronger sense of appeal to prospective visitors.

The results showed that participants were able to utilize the "Canva" design application effectively to redesign photographs featuring the attractions of Sungai Petai Tourist Village. They creatively combined harmonious color schemes, applied appropriate lighting techniques to produce natural and bright tones, and added short narrative captions to accompany each visual. These design choices made the images appear as though they were "speaking" to the audience, inviting viewers to imagine the freshness of nature and the authentic beauty of the local culture that Sungai Petai has to offer. Some examples of the participants' redesigned works are presented in Figure 3.



Fig 4. Selected examples of participants' content designs developed using three tourism marketing approaches—Image, Halal, and Sustainability—and guided by rhetorical structure principles.

Finally, a behavioral evaluation was conducted to assess the extent to which the skills acquired during the training were applied in practice, particularly in enhancing the marketing content of the Sungai Petai Tourist Village. This evaluation was carried out through interviews with five participants, conducted three weeks after the completion of the training program. The purpose of these interviews was to gain deeper insights into how participants had integrated the knowledge and skills obtained from the training into their actual promotional activities.

Overall, the results of the interviews indicated that the training had produced a tangible impact on participants' behavior and habits. Nearly all respondents reported feeling more confident in utilizing digital platforms and independently producing promotional content for the tourist village. They also noted that the training broadened their understanding of the importance of rhetorical strategies that combine text and visuals to create more engaging and persuasive tourism marketing materials.

Several participants shared that they have now begun to regularly post promotional content on the village's social media platforms. For example, two participants who are directly involved in the village's promotional team reported using simple photography and editing techniques to showcase the beauty of the river, local culinary specialties, and water-based tourism activities in Sungai Petai. They noted that the basic techniques taught during the training were particularly helpful in producing more visually appealing and professional-looking content.

Moreover, other participants expressed that they had developed a deeper understanding of the importance of captions and storytelling in capturing the audience's attention. One participant, for instance, mentioned that they had started writing promotional captions in a lighter and more conversational tone to make social media posts feel more engaging and lively. In addition, several others acknowledged that the training encouraged them to strengthen collaboration with members of the local Tourism Awareness Group (Pokdarwis) in designing and publishing promotional content more effectively.

Nevertheless, the interviews also revealed that participants encountered several challenges in applying the skills they had acquired during the training. The first obstacle was the limited access to the paid version of the Canva application. All participants relied on the free version, which offered restricted features in terms of templates, design elements, and collaboration flexibility. As a result, their creative space became rather constrained, and the final designs often fell short of their expectations. Several participants mentioned that many of the design examples demonstrated during the training could only be replicated using the premium version of the application.

The second challenge concerned technological limitations. Most participants still depended on mobile phones with low technical specifications. While these devices were adequate for basic activities such as taking photographs and recording short videos, they often failed to support more demanding tasks like video editing. Some participants reported that the editing applications frequently crashed or ran very slowly due to limited memory capacity. This situation made it difficult for them to produce longer or higher-quality promotional videos, as had been practiced during the training sessions.

Despite these limitations, the participants demonstrated strong enthusiasm and a genuine commitment to applying the knowledge and skills they had gained from the training. Many of them showed initiative in finding creative solutions, such as collaborating with peers who owned more capable devices or adjusting the duration and resolution of their videos to make them compatible with simpler equipment. These adaptive efforts reflected the participants' determination to continue improving their digital marketing practices despite technical and financial constraints.

Overall, the findings from the interviews suggest that the training not only enhanced participants' knowledge but also reshaped their perspectives on the importance of digital marketing for promoting rural tourism. The participants became more proactive, creative, and confident in experimenting with content production. However, to maximize the long-term impact of the training, continued support in the form of better facilities, access to licensed design software, and sustained mentoring is still needed. Such follow-up assistance would ensure that the skills and competencies acquired during the training continue to grow and contribute to the sustainable development of the Sungai Petai Tourist Village.

Building on the findings from the previous section, the discussion of this evaluation highlights several important aspects that are particularly relevant to the marketing of tourism villages. First, the participants demonstrated ability to utilize digital platforms—particularly the Canva application—suggests that the training successfully strengthened local capacity in producing tourism marketing content. This outcome directly addresses a challenge frequently identified in earlier studies, which reported the limited use of digital platforms [25] [26] as a result of inadequate human resources within tourism villages [24]. Within the context of Sungai Petai Tourist Village, this limitation appears to have been effectively mitigated. Following the training, participants showed a marked improvement in their ability to use various image and video design features, enabling them to produce more appealing and professional promotional materials for their destination.

Secondly, the results of the training also showed that participants were able to produce tourism marketing content that reflected key theoretical dimensions — image, sustainability, and halal values — as discussed by previous scholars [7][10] [11] [20] [21]. This combination of conceptual elements illustrates that the participants not only applied technical design skills but also absorbed the deeper principles of responsible and culturally grounded tourism promotion.

The integration between image and sustainability was evident in how participants highlighted the natural beauty of Sungai Petai through visual compositions that conveyed both aesthetic appeal and ecological awareness. Many of their works showcased clear rivers, green landscapes, and a tranquil atmosphere — all of which symbolize a village that values environmental preservation. At the same time, the halal aspect appeared in the form of brief captions reminding visitors to observe prayer times and respect local customs, as illustrated

in Figure 4. These creative expressions demonstrate that participants succeeded in weaving ethical, cultural, and ecological values into a unified narrative — a strong indication of their growing understanding of sustainable and inclusive tourism communication.

Thirdly, the marketing content created by the participants revealed a compelling harmony between textual narratives and visual expression. Short captions were thoughtfully composed to complement the imagery, while the use of color composition and lighting techniques brought depth and vibrancy to each frame (see Figure 4). This synergy between text and visuals demonstrates the participants' growing awareness of rhetorical principles in tourism marketing communication, as reflected in the works of Ge and Gretzel (2018) and Zakharova García (2023). Their creative outputs not only conveyed information but also evoked emotion and curiosity, aligning with persuasive storytelling strategies that are central to effective destination branding.

Finally, despite these promising outcomes, several challenges remain in utilizing digital platforms for tourism promotion in Sungai Petai. As revealed through the Level 3 evaluation, participants still face obstacles related to limited supporting facilities and the absence of licensed applications, which restrict their ability to explore advanced design features. These constraints underline the need for ongoing mentorship and institutional support to ensure that the skills gained during the training can continue to evolve. With sustained guidance and access to better digital resources, the participants' creative potential could be further enhanced, allowing the village's tourism promotion efforts to grow in both professionalism and impact.

Overall, the program achieved its intended objectives. Participants showed a clearer understanding of integrated marketing concepts and demonstrated improved skills in producing visual content, which was reflected in more consistent and higher-quality promotional posts on social media. The program also led to a noticeable increase in digital promotional activity, stronger coordination within Pokdarwis, and greater use of digital content among local culinary entrepreneurs.

When connected to the challenges identified earlier, these developments indicate meaningful progress in integrating destination image, halal tourism, and sustainability; enhancing visual communication skills; and strengthening digital literacy. These improvements are consistent with destination marketing and visual rhetoric theories, which emphasize the alignment between message and medium.

To maintain this momentum, the service team and Pokdarwis agreed to continue working together through a short mentoring period, the preparation of a content calendar, and efforts to secure additional digital equipment from the local government. These steps are expected to support not only short-term skill gains but also the long-term sustainability of Sungai Petai's tourism promotion efforts.



Figu 5. Members of the community service team and some participants during the closing session of the training program.

4. CONCLUSION

The community engagement program succeeded in strengthening participants' capacity to understand integrated marketing concepts, produce visually persuasive content grounded in rhetorical principles, and apply these skills in promoting the tourism village. The outputs generated—ranging from digital content to improved theoretical understanding and structured content plans—have directly contributed to enhancing the public image of Sungai Petai Tourism Village. Overall, the program offers a tangible contribution to community empowerment within the local tourism sector.

To sustain these outcomes, several strategic measures are recommended. First, periodic mentoring is needed to help participants refine their content and maintain consistent digital promotion. Second, the village administration and Pokdarwis should enhance digital support facilities, including adequate equipment and access to licensed design applications, to ensure smoother content production. Third, Pokdarwis is encouraged to develop a social media content calendar to guide routine postings. Strengthening collaboration with local microenterprises will also help diversify and enrich village promotional materials. Finally, future capacity-building efforts should incorporate training on storytelling and content performance analysis to further expand the community's digital marketing skills.

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