



Visit ka Binong: Strengthening Branding and Customer Experience of Binong Tourism Urban Village Based on Empowerment of Tourism Awareness Groups (Pokdarwis)

Daniel Hermawan, Yoke Pribadi Kornarius, Albert Mangapul Parulian Lumban Tobing, Syayu Zhukhruffa

Business Administration Department, Parahyangan Catholic University
E-mail: daniel.hermawan@unpar.ac.id

Article History:

Received: Jan 13th 2023

Revised: Mar 15th 2023

Accepted: May 30th 2023

Keywords: Binong Tourism Urban Village, branding, customer experience, Pokdarwis, Visit ka Binong

Abstract: Binong Tourism Urban Village is a tourism urban village declared by the Bandung City Culture and Tourism Office based on Bandung Mayor Decree Number 556/Kep.835-DISBUDPAR/2021 dated 16 September 2021. This initiative was carried out by the Bandung City Culture and Tourism Office to develop the potential of Binong Urban Village, in addition to the knitting industry center that has been known for generations. The mentoring process in the initiation, identification, and implementation of the Binong Tourism Urban Village was carried out collaboratively between the Bandung City Culture and Tourism Office, STIEPAR Yapari Bandung, and Parahyangan Catholic University. Through the mentoring process carried out, the Binong Urban Village managed to form a Tourism Awareness Group (Pokdarwis) and get a change in mindset related to branding and the customer experience of the Binong Tourism Urban Village. The sustainability of the mentoring program can be carried out through the MBKM program with the thematic KKN scheme, as well as deepening the material needed by the community, especially related to tourism marketing.

Introduction

The determination of Binong Urban Village as a Knitting Creative Tourism Urban Village contained in the Bandung Mayor's Decree Number 556/Kep.835-DISBUDPAR/2021 dated 16 September 2021 is a momentum to improve community

welfare through tourism development in urban areas¹. Through the development of tourist urban villages, it is hoped that the Binong Urban Village will not only be known as the center of the leading knitting industry in the city of Bandung, but also the natural, culinary and cultural potentials that can be enjoyed by local and foreign tourists. In addition, people who are not engaged in the knitting business get additional income from tourist visits to Binong Urban Village, not only get the impact of traffic jams from knitting product transactions.



Figure 1. Binong Tourism Urban Village Gateway

Based on data from Bandung City Department of Trade and Industry, the Binong Jati Knitting Industry Center itself has been home to 323 SMEs engaged in knitting since 1965². The development of knitting in the Binong Urban Village area began with homemade knitting products, until finally become an activity carried out communally by the community. Binong Jati's identity as the center of the knitting industry has also strengthened in Indonesia with many visits by public figures, ranging from Joko Widodo,

¹ Dinas Kebudayaan dan Pariwisata Kota Bandung. Peresmian Launching Aktivasi Kampung Wisata Kreatif Rajut Binong Jati. Oktober 6, 2021. https://disbudpar.bandung.go.id/c_home/news_detail/157.

² Disdagin Kota Bandung. Updating Data Sentra IKM Kota Bandung. Bandung: Disdagin Kota Bandung, 2021.

Airlangga Hartarto, Ridwan Kamil, and so on^{3,4}.

The advantages of Binong Urban Village as a center for the knitting industry certainly provide a competitive advantage as a tourist reference area to buy knitting products. Not only that, the local capabilities of Binong Urban Village are often used as comparative studies and pilots by other cities in Indonesia to create knitting industrial centers. This certainly has a positive impact on economic development in the knitting craft SMEs sector, but on the other hand it poses challenges when there is a scarcity of raw materials and market demand that exceeds production capacity⁵.



Figure 2. Knitting Production at the Binong Jati Knitting Industry Center

The initiation of the formation of a tourist urban village was carried out by the Bandung City Culture and Tourism Office to develop other potentials besides knitting products that could increase the selling value of the Binong Urban Village area. Through the approach of 7 elements of *Sapta Pesona*, namely security, order, cleanliness, coolness, beauty, friendliness, and memories, it is hoped that Binong Urban Village can provide new

³ PikiranRakyatcom. Jokowi Kunjungi Sentra Rajut Binong Jati. Januari 12, 2015. <https://www.pikiran-rakyat.com/ekonomi/pr-01207973/jokowi-kunjungi-sentra-rajut-binong-jati>.

⁴ Kementerian Perindustrian RI. Menperin Kunjungi Sentra Rajut Binong Jati. April 7, 2017. <https://kemenperin.go.id/artikel/17389/Menperin-Kunjungi-Sentra-Rajut-Binong-Jati>.

⁵ Hermawan, Daniel. Inovasi Klaster Industri Berbasis Kapabilitas Lokal di Era Industri 4.0. Sleman: The Journal Publishing, 2021.

innovations with a variety of potentials, so that economic equity occurs evenly in Binong Urban Village, not only focused on knitting business owner.

Method

Assistance to the Binong Tourism Urban Village was initiated by the Bandung City Culture and Tourism Office in the Training on Governance of Tourism Destinations in Binong Jati Urban Village to improve the competence and quality of Tourism Community Resources in Binong Urban Village. Through the process of providing materials and outings as a means of comparative study, it is hoped that the people of Binong Urban Village will receive briefing on basic tourism skills that need attention, both in terms of governance, hospitality, product sales, and tourism marketing.

Table 1. Binong Tourism Urban Village Assistance Roadmap

| Initiation | Identification | Implementation |
|---|---|--|
| Tourism Destination Governance Training | - Identify potential 3A (attractions, accessibility and amenities) in 10 RW | - Establishment of the Binong Urban Village Pokdarwis |
| - Material 1: Tourism Development Policy | - Mapping of tourism development opportunities and challenges | - Tourism Awareness Movement and Botram Activities in Buruan SAE |
| - Material 2: Tourism Destination Management | - Socialization of the Tourism Awareness Movement through training in the Binong Urban Village Hall with the following materials: | - Digital Marketing Branding and Content Training |
| - Material 3: Excellent Service & Conflict Management | a. Communication and Coordination | |
| - Material 4: Tourism Awareness & CHSE Travel Destinations | b. Experiential Marketing in Tourism Business | |
| - Material 5: Tourism Destination Marketing | c. Pokdarwis Bandung | |
| - Material 6: Homestay Governance Standards | | |
| - Material 7: Travel Management | | |
| - Material 8: Theme Based Product Development | | |
| - Outing to Saung Ciburial Tourism Village, Sukalaksana, Samarang, Garut Regency, West Java | | |

The initiation process carried out by the Bandung City Culture and Tourism Office creates organic collaboration between academics, business actors, communities, government, and media (ABCGM) with the formation of community service initiatives that are carried out collaboratively, both from the Bandung City Culture and Tourism Office, STIEPAR Yapari Bandung, and Parahyangan Catholic University who are running the MBKM program in the Binong Urban Village area. Synergies to create a more effective systemic impact began to be carried out in the identification and implementation phase related to the jointly formulated training and mentoring content.



Figure 3. Training on Governance of Tourism Destinations in Binong Jati Urban Village

The mentoring process for the Binong Tourism Urban Village itself is carried out situationally based on the community's readiness and engagement with the collaborative community service program carried out. The mentoring process is carried out through material presentation, team building, and dialogue in the initiation and identification phase. Meanwhile, the implementation phase is far from using a bottom-up approach, so that the mentoring process is more contextual according to the needs of the community after the formation of Pokdarwis.

Result

The assistance provided to the community managing the Binong Tourism Urban Village has varied dynamics. The initiation phase, facilitated by the Bandung City Culture and Tourism Office, shows that there are concerns from the people of Binong Urban Village, especially those with different generations in the institutional process and management of the Binong Tourism Urban Village. The difference in terms of the Tourism Driving Group (Kompepar) and the Tourism Awareness Group (Pokdarwis), as well as institutional legality will affect the authority of certain parties in the tourism development process⁶.

Along with the dynamics of training, understanding, and explanations provided by the Bandung City Culture and Tourism Office, these differences in perceptions can be gradually reduced for the sake of a common vision towards the formation of a superior Binong Tourism Urban Village. The outing event which was held at the Saung Ciburial Tourism Village, Sukalaksana, Samarang, Garut Regency, West Java became a momentum to create warmth and togetherness, as well as provide information for the companion team that communication and coordination in Binong Urban Village needed to be strengthened before entering the community substantive stage of tourism development.



⁶ Kementerian Pariwisata dan Ekonomi Kreatif. Pedoman Kelompok Sadar Wisata. Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif, 2012.

Figure 4. Gamification of Communication and Coordination

After the initiation session, assistants from the Bandung City Culture and Tourism Office, STIEPAR Yapari Bandung, and Parahyangan Catholic University worked together to accelerate the acceleration of the formation of Pokdarwis through identification activities. The identification carried out is an exploration of the potential that exists in Binong Urban Village, in order to obtain a tourist map that can represent tourism in Binong Tourism Urban Village. In addition, this phase is carried out through a process of dialogue and discussion with local community leaders to identify opportunities and challenges that exist in Binong Urban Village.

This phase resulted in a much deeper understanding of the tourism potential in Binong Urban Village, namely mapping the potential in each RW in Binong Urban Village.

Table 2. Mapping the Tourism Potential of Binong Urban Village

| Location | Tourism Potency |
|-----------------|--------------------------------------|
| RW 01 | Culinary |
| RW 02, 03, 04 | Knitting Shop |
| RW 05 | Knitters |
| RW 06 | Natural potential (Buruan SAE, etc.) |
| RW 07 | Market |
| RW 08, 09, 10 | Art Potential |

The MBKM process with the thematic KKN scheme carried out by students of the Business Administration Department, Parahyangan Catholic University helped Binong Urban Village to make the identification process more effective and efficient. The mentoring was continued with team building activities which were carried out using the gamification method to unite different puzzle pieces. The value that can be learned from this gamification is to emphasize the importance of communication and coordination so that there are no differences of opinion and bad prejudice between one citizen and another⁷. The enthusiasm of the community was seen by participating in interactive activities designed by a team of lecturers from the Business Administration Department, Parahyangan Catholic University. The event was complemented by a presentation of material related to experiential marketing in the tourism business and Pokdarwis in Bandung City to change the mindset of the community from the product-based economy

⁷ TeamBonding. Having Fun at Work: How Fun & Gamification Helps Foster Employee Development. October 27, 2021. <https://www.teambonding.com/how-fun-and-gamification-in-the-workplace-fosters-employee-development/>.

to an experience-based economy⁸.



Figure 5. Inauguration of the Head of the Binong Urban Village Tourism Awareness Group (Pokdarwis)

In the implementation phase, the companion team from the Bandung City Culture and Tourism Office and STIEPAR Yapari Bandung facilitated the formation of the Binong Urban Village Tourism Awareness Group (Pokdarwis). Through a voting mechanism carried out by invited guests present, Eka Rahmat Jaya was appointed as the chairman of the Tourism Awareness Group based on the inauguration letter of the Binong Urban Village Head No. 46/SK/BNG/VI/2022 dated 27 June 2022. Stipulations are made so that there are legal institutions and governance in the process of developing community-based tourism in the area.

⁸ Hermawan, Daniel. "Marketing Innovation in Industry 4.0: Experiential Marketing Practices in the Culinary Industry." International Conference of Business, Economy, Entrepreneurship and Management (ICBEEM). Yogyakarta: SciTePress, 2019. 43-48.



Figure 6. Tourism Awareness Movement through Botram Activities with International Tourist

The appointment of the head of the Tourism Awareness Group (Pokdarwis) was followed up with the determination of the members and organizational structure of the Pokdarwis. Subsequently, a meeting was held to discuss the Pokdarwis work plan which was coordinated directly by Eka Rahmat Jaya, which began with strengthening the tourism awareness movement through botram activities at Buruan SAE Anugrah RW 06, Binong Urban Village. This activity aims to familiarize the people of Binong Urban Village to improve the spirit of hospitality in accepting local and foreign tourists through moments of togetherness.



Figure 7. Branding and Digital Marketing Content Training

The mentoring was continued with the expertise of a team of lecturers from the Business Administration Department, Parahyangan Catholic University who brought material related to branding and digital marketing content training to provide briefing for people who are members of the Tourism Awareness Group (Pokdarwis) of Binong Urban Village in the process of creating content and experiences with an understanding of the importance of branding to package the selling value of a product or service. This assistance is carried out in line with the lecturer's research roadmap related to integrated marketing communications, digital marketing content, and changes in consumer behavior during the Covid-19 pandemic^{9,10,11}.



Figure 8. Visit ka Binong Campaign

Visit ka Binong is the tagline that Pokdarwis is trying to develop as a characteristic and identity of the Binong Tourism Urban Village. This tagline needs to be supported by appropriate branding and customer experience so that the expectations of tourists visiting Binong Urban Village do not backfire for Binong Tourism Urban Village, especially

⁹ Hermawan, Daniel. *Komunikasi Pemasaran Terpadu dalam Pemasaran Konten*. Bandung: Unpar Press, 2021.

¹⁰ Hermawan, Daniel, Yoke Pribadi Kornarius, Albert MPL Tobing, and Syayu Zhukhruffa. *Pemasaran Digital untuk UMKM*. Bandung: Unpar Press, 2022.

¹¹ Hermawan, Daniel. "Buyer' Black Box Model Change in COVID-19 Pandemic." *International Journal of Business Studies* Vol. 5 Issue 2, 2021: 92-100.

related to infrastructure readiness, production capacity, and tourism security and order when tourists start to come and visit the Binong Tourism Urban Village, both local and foreign tourists.

Discussion

The mentoring process carried out received a positive response from the community with a relatively consistent level of attendance from meeting to meeting conducted by the mentoring team, which ranged from 35 to 37 participants. In addition, the enthusiasm of the community to record material, provide opinions, questions, and interact with activities designed to be an indicator of success that can be measured qualitatively from the mentoring program carried out in the Binong Tourism Urban Village.



Figure 9. Training Participants Dominated by Woman

The findings that the mentoring team obtained during the mentoring process in the field were that the involvement of the meeting was dominated by women who were members of the Family Welfare Development (PKK), state civil servants (ASN), Waste Banks (Bank Sampah), Buruan SAE, Posyandu, and so on. Meanwhile, gentlemen who join the event generally only attend the event for the first 30 minutes, after that they leave the event, either with or without the permission of the committee team. This makes the transfer of knowledge and information more absorbed to the mothers who join and participate in the training until the end.



Figure 10. Binong Tourism Urban Village Logo

Determination of the theme and topic of mentoring that is adapted to the situation and condition of the Tourism Awareness Group (Pokdarwis) is considered successful in increasing public acceptance of a good understanding of the material. This is felt by the follow-up carried out by the mentoring team when recalling material from previous mentoring and can be responded to well by the community. In addition, the provision of contextual examples with the conditions and situations of the community makes the public's understanding of the material provided more effective.

Conclusion

The assistance provided to the people of Binong Tourism Urban Village is a process that must be managed periodically to increase the community's attachment and sense of belonging to the area. The task of institutional management is indeed held by the Tourism Awareness Group (Pokdarwis), but the implementation of tourism programs, both in terms of tour packages that include attractions, accessibility, and amenities, will be managed by the community collaboratively and collectively, so that communication and coordination need to be maintained periodical in form of meeting forums held by Pokdarwis.

Visit ka Binong will become a mere tagline when the branding and customer experience developed is only partially accepted by certain community groups, so that the consolidation and coordination of the people of Binong Urban Village in preparing themselves as a Binong Tourism Urban Village needs to be instilled from day to day through small habits, such as culture. 5S culture (*senyum, salam, sapa, sopan, and santun*), throwing garbage in its place, minimizing the potential for crime, as well as maintaining and caring for existing public facilities.

Internally, the collaborative community service format has a greater impact on the community. Discussions and formulation of ideas carried out between scientific disciplines provide a far comprehensive understanding for tourism development from

various aspects, both administratively and substantively. In addition, the expansion of a wider network between stakeholders makes community service a means to learn from each other and contribute.

The sustainability of this community service can be seen from the internal side as well as community requests. From the internal side, the implementation of MBKM with the thematic KKN scheme in Binong Urban Village provides space for Binong Urban Village to gain insight and inspiration related to tourism development from students, in addition to obtaining 20 credits (SKS) as the right to study outside of university. From the community's demand side, it is hoped that the sustainability of training on marketing topics can be carried out by deepening the topic, especially regarding labeling, packaging, product SOPs, and increasing digital marketing technical competence.

Acknowledgements

We expressed our gratitude for the support of the Bandung City Culture and Tourism Office in coordinating the process of mentoring the Binong Tourism Urban Village and Kedaireka for funding support for the 2022 Matching Fund in advancing the Binong Tourism Urban Village and increasing the achievement of university's key performance indicators (IKU).

References

- Dinas Kebudayaan dan Pariwisata Kota Bandung. Peresmian Launching Aktivasi Kampung Wisata Kreatif Rajut Binong Jati. Oktober 6, 2021. https://disbudpar.bandung.go.id/c_home/news_detail/157.
- Disdagin Kota Bandung. Updating Data Sentra IKM Kota Bandung. Bandung: Disdagin Kota Bandung, 2021.
- Hermawan, Daniel. "Buyer' Black Box Model Change in COVID-19 Pandemic." *International Journal of Business Studies* Vol. 5 Issue 2, 2021: 92-100.
- . Inovasi Klaster Industri Berbasis Kapabilitas Lokal di Era Industri 4.0. Sleman: The Journal Publishing, 2021.
- . Komunikasi Pemasaran Terpadu dalam Pemasaran Konten. Bandung: Unpar Press, 2021.
- . "Marketing Innovation in Industry 4.0: Experiential Marketing Practices in the Culinary Industry." *International Conference of Business, Economy, Entrepreneurship and Management (ICBEEM)*. Yogyakarta: SciTePress, 2019. 43-48.
- Hermawan, Daniel, Yoke Pribadi Kornarius, Albert MPL Tobing, and Syayu Zhukhruffa. *Pemasaran Digital untuk UMKM*. Bandung: Unpar Press, 2022.
- Kementerian Pariwisata dan Ekonomi Kreatif. *Pedoman Kelompok Sadar Wisata*. Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif, 2012.
- Kementerian Perindustrian RI. Menperin Kunjungi Sentra Rajut Binong Jati. April 7, 2017. <https://kemenperin.go.id/artikel/17389/Menperin-Kunjungi-Sentra-Rajut-Binong-Jati>.
- PikiranRakyatcom. Jokowi Kunjungi Sentra Rajut Binong Jati. Januari 12, 2015. <https://www.pikiran-rakyat.com/ekonomi/pr-01207973/jokowi-kunjungi-sentra-rajut-binong-jati>.
- TeamBonding. *Having Fun at Work: How Fun & Gamification Helps Foster Employee Development*. October 27, 2021. <https://www.teambonding.com/how-fun-and-gamification-in-the-workplace-fosters-employee-development/>.