



FEB Campaign to International Travelers For Social and Culture Tourism Village in Banten

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Abstrak

Kegiatan ini dilaksanakan untuk memperkenalkan Budaya dan Pariwisata Banten kepada wisatawan mancanegara yang berkunjung ke Toraja. Memperkenalkan pariwisata Banten kepada wisatawan khususnya wisatawan mancanegara memiliki tujuan yang strategis dalam berbagai aspek. Banten yang memiliki kekayaan budaya, sejarah, dan alam dapat menjadi destinasi yang menarik jika diperkenalkan dengan baik. Selain itu, kegiatan ini juga dalam rangka membangun jejaring dan meningkatkan exposure destinasi wisata secara global. Sesuai dengan tujuan tersebut, kegiatan ini telah terlaksana dengan lancar. Faktor penyebab keberhasilan dan kelancaran kegiatan ini antara lain dukungan dan kerjasama dari berbagai pihak (stakeholder). Misi untuk mempromosikan/memperkenalkan Budaya dan Pariwisata Banten kepada wisatawan mancanegara terlaksana dengan baik yaitu tersampaikan kepada mereka, para wisatawan mancanegara. Diharapkan dengan adanya kegiatan ini, wisatawan mancanegara juga dapat datang ke Banten, menikmati keindahan pariwisata Banten, sehingga Banten dapat lebih dikenal luas.

Kata kunci: *Banten, Toraja, Pariwisata, Budaya, Luar Negeri*

Abstract

This activity was carried out to introduce Banten Culture and Tourism to foreign tourists visiting Toraja. Introducing Banten tourism to tourists, especially foreign tourists, has strategic objectives in various aspects. Banten, which has a wealth of culture, history, and nature, can be an attractive destination if introduced properly. In addition, this activity is also in order to build networks and increase exposure to tourist destinations globally. In accordance with these objectives, this activity has been carried out smoothly. Factors causing the success and smoothness of this activity include the support and cooperation of various parties (stakeholders). The mission of promoting/introducing Culture and Tourism in Banten to foreign tourists was carried out well, namely it was conveyed to them, the foreign tourists. It is hoped that with this activity, foreign tourists can also come to Banten, enjoy the beauty of Banten tourism, so that Banten can be more widely known.

Keywords: *Banten, Toraja, Tourism, Culture, Foreign*



Introduction

Banten Province, located at the western tip of Java Island, has a wealth of culture, nature, and history that is very potential to be developed as an international tourist destination. Although it has various interesting tourist attractions, such as exotic beaches, historical sites, and villages with a strong local cultural wealth. Tourism in Banten offers a variety of experiences that combine natural beauty, cultural heritage, and rich history. With various destinations that can be explored, Banten is not only suitable for nature and adventure lovers, but also for those who want to get to know more about local culture and Indonesian history. Banten is an interesting and unknown destination, thus providing an opportunity for tourists to discover natural and authentic beauty (Sari, RP, 2017).

Although Banten has great tourism potential, there are still many tourists, both domestic and international, who are not familiar with the natural beauty and cultural richness of Banten (Muhit, et al., 2024). The lack of effective promotion makes tourist destinations in Banten not as popular as other tourist destinations in Indonesia. Banten is still less well-known by foreign tourists when compared to other tourist destinations in Indonesia, such as Bali, Tana Toraja, Yogyakarta, and other regions. This is a big challenge in inviting tourists to come to Banten.

In some areas in Banten, especially those in remote villages, limited access to technology and the internet can make it difficult to disseminate information and promote tourist destinations (Sudirman, et al., 2020). This also affects the ability of local communities to access the latest information on global tourism trends, which should help them improve the quality and attractiveness of their tourism (Sukirno & Irfan, 2019). Banten must compete with other provinces that are more famous in the tourism sector, such as Bali, Tana Toraja, Yogyakarta, or Lombok. These destinations are already better known among international tourists and have stronger support from the government and private sectors.

In this context, the campaign "Let's Explore Beautiful Banten, Heaven in the West of Java" aims to introduce and promote socio-cultural tourism villages in Banten as alternative tourist destinations that are sustainable and friendly to international tourists (Sari, TN, et al. 2022). Through this campaign, it is hoped that it can attract international tourists to visit Banten, while at the same time increasing global awareness of the importance of preserving Indonesia's cultural diversity. Through collaboration with various parties, both the government, tourism industry players, and the general public, this campaign is expected to provide long-term benefits both economically and socially, and make Banten one of the main tourist destinations that enrich the experience of international tourists.

With the theme "Let's Explore Wonderful Banten, Paradise At The Western Tip Of Java", this campaign aims to arouse the interest of foreign tourists to explore the hidden beauty of Banten, as well as to explore a more authentic and in-depth tourism experience through direct interaction with local culture and society. The target and goal of this campaign are foreign tourists who come to Toraja.

The development of tourism in Banten still faces many problems, such as (1) the importance of preserving culture and the environment, (2) limited access to information and technology, (3) lack of support from various stakeholders, (4) lack of promotion and introduction of tourist destinations in Banten.

This activity was held to introduce Banten Culture and Tourism to foreign tourists visiting Toraja. Introducing Banten tourism to tourists, especially foreign tourists, has strategic goals in various aspects. Banten, which has a wealth of culture, history, and nature, can be an interesting destination if introduced properly. In

addition, this activity is also in order to build networks and increase exposure of tourist destinations globally.

Implementation Method

This community service activity uses a participatory approach and is based on collaboration between the community service team, local government, local tourism actors, and the international community. The goal is to increase the attractiveness and reach of local tourist destinations to foreign tourists. The implementation method includes the following stages:

- 1) Identification and Curation of International Tourism Potential in Banten
The service team conducted an initial study of tourism potential that has a selling point for foreign tourists, such as local cultural richness, natural uniqueness, typical cuisine, and authentic values that are not found in other countries. These potentials are packaged professionally to suit global market preferences.
- 2) Creating Multilingual and Global Standard Promotional Materials
Tourism promotional content is created in the form of videos, articles, digital brochures, and other visual media in English (or other relevant foreign languages). The materials are designed to follow global tastes and trends, such as storytelling, eco-tourism, and experience-based tourism approaches.
- 3) Offline Promotion
As part of offline promotion, the team supports the participation of local tourism actors in international tourism events and cultural events that attract foreign tourists.
- 4) Monitoring and Evaluation of the Impact of Tourism Internationalization
Evaluation is conducted periodically through digital indicators (number of site visitors, social media interactions, questions from foreign tourists) and actual visits by foreign tourists. The evaluation results are used to develop sustainable strategies.

Implementation

This activity was carried out in Toraja - South Sulawesi on August 14-16, 2024. The activity technique was carried out by means of direct promotion (offline) to foreign tourists who came to visit Toraja. There were several parties involved in this activity such as the implementation team from Sultan Ageng Tirtayasa University, the Toraja Tour Guide Community, the local government, the Traveler Community, and traditional/community leaders. Collaboration or cooperation between parties is the key to the success of an activity, (Supriadi, A., et al. 2024). In this activity there are several stages of implementation, namely as follows:

- 1) Preparation
As an initial stage, the team made preparations, starting from compiling an activity plan, forming a team, determining the implementation date, and determining the parties who would be involved.
- 2) Promotional media creation
The team created promotional media that will be used during the implementation of the activity, because the activity is carried out offline by directly visiting the intended target, namely foreign tourists who come to Toraja. The following promotional media are used:



Figure 1. Banner Image used



Figure 2. Promotional media flyer image

3) Coordinating with Stakeholders

In implementing this community service activity, the implementing team involves other parties or stakeholders, such as local government officials, traditional/community leaders, and certain communities.

4) Implementation of Promotion / Socialization

At this stage, the team came to certain places in Toraja, where the place is visited by many foreign tourists. The places are like tourist villages, Lemo tourist attractions, megalith complexes, and Rantepao. In these places the team met foreign tourists who came and promoted Banten to foreign tourists. The following are activities carried out in order to promote tourism in Banten to foreign tourists who come to Toraja;



Figure 3. Coordination with local village officials or Lembang Pata'padang Sanggalangi District, North Toraja Regency



Figure 4. Coordination with local traditional/community leaders, and chairman of the Toraja Tour Guide Community



Figure 5. Promotional activities for foreign tourists in Pata'Padang Toraja Tourism Village



Figure 6. Promotional activities for foreign tourists at Lemo Toraja tourist attraction



Figure 7. Promotional activities for foreign tourists in Rantepao Toraja

5) Monitoring and Evaluation (Money)

At this stage, the community service team monitors and evaluates the activities that have been carried out. To see the achievements and objectives targeted, and to evaluate things that need to be improved. In addition, monitoring and evaluation of activities is carried out to ensure the quality of activity implementation and measure the effectiveness and impact of the programs that have been implemented, ensure that activities run according to plan, assess community involvement and response, measure the achievement of goals and indicators of success, provide input for future program improvements, and document the impact and benefits of the program.

Results and Discussion

This activity was carried out well and smoothly, introducing culture and tourism to foreign countries can be done directly one on one, without us having to come abroad

but can also take advantage of foreigners who come to our country. This action is one of the real actions that we do in this community service activity, namely introducing and promoting culture and tourism in Banten to foreign tourists who come to Indonesia. One of them is those who come to travel to Toraja. Toraja is one of the regions in Indonesia that is an attraction for foreigners to come to travel there, because in Toraja there are many tourist attractions and cultures that can be enjoyed by foreigners (Itamar, et al., 2014).

Banten is no less interesting than Toraja, where Banten has many tourist attractions that can be enjoyed by foreign tourists (Fajarina, F., & Widiyantiny, 2021). Through this community service activity, we promote and introduce Banten culture and tourism to foreign tourists who come to Toraja. We meet them, talk to them, provide promotional media as supporting tools for them to read and listen to, such as flyers, pins, banners, and websites.

With cooperation and collaboration between parties such as the local government, traditional leaders, tour guide communities and traveler communities, this promotional action can be conveyed well and smoothly, foreign tourists they met welcomed this action positively and many were interested in visiting Banten.

Conclusion

In accordance with the initial objectives, this activity has run smoothly. Factors causing the success and smoothness of this activity include support and cooperation from various parties (stakeholders). The mission of promoting/introducing tourism in Banten to foreign tourists was carried out well, namely being conveyed to foreign tourists. It is hoped that with this activity, foreign tourists can also come to Banten, enjoy the beauty of Banten tourism, so that Banten can be more widely known.

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