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## OPTIMIZATION AND EMPOWERMENT OF VILLAGE POTENTIALS IN NAGROG TOURISM VILLAGE

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### ABSTRACT

*The development of Nagrog village as a tourist village destination is carried out by identifying existing destinations or tourist attractions, carrying out mapping to create an appropriate business model and providing village prototype recommendations, as well as planning the tourist village to be built and advertising for its promotion. It is hoped that the results of this community service will provide an overview of the tourism potential of Nagrog village, business models that can be implemented to support the independent tourism village program, and also better understand the importance of advertising through village profile videos to promote tourist locations. Apart from that, it is hoped that the results of this community service can become recommendations for local governments or related parties. Focus group discussions (FGD) with village stakeholders are some of the multiyear (many years) approaches employed in this activity, as is promoting tourist villages using strategies like social media marketing. The Dean of the Faculty of Applied Communication, Dr. Mokhtarrudin Ahmad, who also gave a lecture to the village management, represented Multimedia University Malaysia and oversaw the project. The first trip to Nagrog Village marked the start of Telkom University and Multimedia University's community service initiatives in this region since they would be carried out over several years.*

**Keywords:** *Tourism Village; Community service; Village Potential*

### ABSTRAK

Pengembangan desa Nagrog sebagai destinasi desa wisata dilakukan dengan mengidentifikasi destinasi atau objek wisata yang ada, melakukan pemetaan untuk membuat model bisnis yang sesuai dan memberikan rekomendasi prototype desa, serta melakukan rancangan desa wisata yang akan dibangun serta iklan untuk promosinya.

Hasil pengabdian masyarakat ini diharapkan dapat memberikan pemetaan potensi wisata yang dimiliki oleh desa Nagrog, model bisnis yang dapat dilaksanakan guna mendukung program desa wisata mandiri, juga lebih memahami pentingnya iklan melalui video profile desa guna mempromosikan lokasi wisata. Selain itu, hasil pengabdian masyarakat

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ini diharapkan dapat menjadi rekomendasi kebijakan bagi pemerintah daerah atau pihak-pihak terkait. Diskusi kelompok terfokus (FFGD) dengan pemangku kepentingan desa adalah beberapa pendekatan multi-tahun (bertahun-tahun) yang digunakan dalam kegiatan ini, seperti halnya mempromosikan desa wisata menggunakan strategi seperti pemasaran media sosial. Dekan FAC Multimedia University, Dr. Mokhtarrudin Ahmad, yang juga memberikan kuliah kepada pengelola desa, mewakili Universitas Multimedia Malaysia dan mengawasi proyek tersebut. Kunjungan pertama ke Desa Nagrog menandai dimulainya inisiatif pengabdian masyarakat Telkom University dan Universitas Multimedia di wilayah ini karena telah dilakukan selama beberapa tahun.

**Kata Kunci:** Desa Wisata; Pengabdian Masyarakat; Potensi Desa

## INTRODUCTION

Desa Wisata Nagrog (Nagrog Tourism Village) is anticipated to foster the emergence of citizen creativity in terms of other tourism developments thanks to the philosophy of From Village By Village To Villagers (Nurodin, 2023). The village government expects PADes to increase as a form of business from Independent Villages, Advanced Villages, and Villages that Have Competitiveness as a manifestation of Civilized Villages, so other creative components are also required so that in the end it can be in line with those expectations. (Widodo et al., 2022).

Because it can propel the economy of the country and is the third greatest provider to national foreign exchange, tourism is the government's primary industry. Tourism communities have transformed into trend destinations for natural tourism since the Covid-19 epidemic (Hermanto & Miftahuddin, 2021). Because they are thought to offer flexibility in implementing physical distance, nature tourism activities continue to grow (Pradana et al., 2023). One of the most popular tourist destinations in West Java for visitors to spend their vacation days is Nagrog Village, which is located in the Tasikmalaya District.

The execution of this community service seeks to strengthen partnership synergy as an expression of Telkom University's vision and purpose, widen the circle of reciprocal assistance, and boost the publication of community service outcomes on a global scale. (Astuti et al., 2017). To do this, Nagrog

community is identified and developed in an effort to make Nagrog Village an autonomous community and to advertise the locations of tourist attractions in this village. Nagrog village is being developed as a tourist destination by identifying existing locations or tourist attractions, creating appropriate business models, offering recommendations for village prototypes, designing tourism villages to be built, and creating advertisements for their promotion (Dewi et al., 2022).

The results of this community service are expected to provide a mapping of tourism potential owned by Nagrog village, a business model that can be implemented to support independent tourism village programs, as well as better understand the importance of advertising through village video profiles to promote tourist sites. In addition, the results of this community service are expected to be policy recommendations for local governments or related parties (Devi et al., 2021).

## METHOD

Nagrog is a village in Cipatujah District, Tasikmalaya Regency. The location in the map can be seen in figure 1.



**Figure 1. Nagrog, Cipatujah, Tasikmalaya Regency (source: digitaldesa.com)**

Located in the southern part of Tasikmalaya Regency, Nagrog Village has natural beauty that has the potential to be developed as a tourist village. There are six locations that have the potential to be developed into tourist destinations, Tonjong Canyon, Grand Tapen, Curug Hawu, Curug Hador, Curug Ciung, and Leuwi Eretan. Currently, the six tourist sites are managed by the village through Karangtaruna.

According to West Java Provincial Regional Regulation Number 8 of 2021, there are eight indicators for the development of a tourism program, including enhancing infrastructure for international standard tourism, creating world-class tourist destinations, creating tourism villages with local and theme-based potential, developing tourism promotion with branding strategies, and boosting creative economy and tourism promotion.

According to Hermanto and Miftahuddin (2002), a village is defined as a group of individuals who live in a small area, can connect with one another directly with supervision, and are willing to work in teams by pooling their abilities. Village tourism was formed to empower the community in an effort to improve our preparation and expertise in addressing the tourism potential or the availability of tourist attractions in the vicinity of each village (Digitaldesa.id). The expansion of "Tourism Villages" in Indonesia, or tourism villages, aids in the development of rural or impoverished regions (Yudhanti, 2021).

As a university with an entrepreneurial and research vision university, Telkom University's contribution through community service activities of the Faculty of Communication and

Business and the Faculty of Economics and Business, collaborating with Multimedia University Malaysia is expected to have a positive and synergistic impact in the realization of Nagrog Village as an international standard tourism village. Some of the methods used in this activity on a multiyear basis (several years) are focus group discussions (FFGD) with village stakeholders and then promoting tourist villages using methods such as social media marketing. The project was supervised by Multimedia University Malaysia represented by the Dean of the Faculty of Applied Communication, Dr. Mokhtarrudin Ahmad, who also delivered a lecture to the village management.

Some aspects that need to be built and/or strengthened include mapping tourism potential and supporting factors, regulatory aspects, developing accounting and financial systems for tourism villages, designing tourism village governance, preparing business plans, preparing global marketing and promotion designs, and digitizing tourism villages. The output of community service activities carried out includes training/technical guidance (bimtek), prototyping systems/processes, operating standard documents, promotional content for tourism villages globally.

## RESULTS AND DISCUSSION

Nagrog village is located about 68-kilometers from downtown Tasikmalaya. In 2022, Nagrog Village is included in the Developing Village category based on the Building Village Index (IDM) with an IDM score of 6.6798 (Kemendes, 2022). The Village Head is currently held by Mr. Eji Risandi, while the Village Secretary is Mr. Heri Haryadi. The development of Nagrog Village as a tourist village still faces several challenges. Based on preliminary interviews with the Village Head and Village Secretary, the biggest challenge in the development of tourism villages is infrastructure for access to villages and tourist destination locations. In addition, accommodation facilities, communication

network stability, and other supporting facilities also need immediate treatment. Another challenge in the development of tourism villages that meet West Java's tourism priority indicators is the governance of tourism villages and other superstructures. On the other hand, the chances of visiting are quite high even foreign tourists, such as there have been tourists from Germany and India who obtain information from the internet. Content development for promotion is a challenge for branding Nagrog Tourism Village

In addition to Nagrog Village, this community service activity also partners with Multimedia University (MMU) Malaysia. MMU is the best private university in Malaysia which has become a partner of Telkom University in various activities that support the creation of better performance for both institutions. MMU itself has a vision to change society through innovation. This is in line with the objectives of implementing community service activities. Cooperation with MMU is carried out through the Faculty of Applied Communication (FAC), which has a wealth of experience in building social networks, media creation, global connectivity, and digital economy. In addition, FAC MMU also has an extensive network in international business.

- a. **First Visit to Nagrog Tourism Village**  
Telkom University, consisting of Akhmad Yunani, Yuhana Astuti, Eva Nurhazizah, Nurafni Rubiyanti, Mahir Pradana, Tarandhika Tantra, and Anita Silvianita, in collaboration with Multimedia University Malaysia represented by the Dean of the Faculty of Applied Communication, Dr. Mokhtarrudin Ahmad, Aznul Fazrin bin Abu Sujak, Azham Zahid, Raja Razana Raja Razali, and Miza Mangsor carried out a Community Service program with the theme 'DEVELOPMENT OF TOURISM VILLAGES TO OPTIMIZE THE POTENTIAL OF VILLAGES IN ORDER TO EMPOWER THE PEOPLE OF NAGROG VILLAGE'.



**Figure 2. Photo with Telkom University Group, MMU, and Nagrog Tourism Village activists**

(Source: Personal Documentation)

This initial visit was held on Monday, August 14, 2023. The result is the initial mapping and capture of some footage for promotional videos of Nagrog Village, especially the attractive but still poorly exposed Tonjong Canyon for local and international tourists.



**Figure 3. Photos of Tourism Potential, Tonjong Canyon**

(Source: Committee Personal Documentation)

- b. **Further Plans and Mapping of Various Recommendations**

Since this activity will be carried out over a multiyear period, the first visit to Nagrog Village was the beginning of Telkom University and Multimedia University Community Service activities in this area. The first meeting was held with remarks and a focus group discussion (FGD) with the village head,



tourism village administrators and top youth organizations in Nagrog Village.

With the first visit, which means community service collaboration in the Nagrog Tourism Village, the results of the FGD also determine the next visits, namely in December 2023 and mid-2024. In these two agendas, it is planned to carry out an assessment and mapping of the potential of the tourist village using geographical information systems (GIS).

## CONCLUSION

Even if a village has a tourist attraction or other event that draws visitors, it may not automatically be referred to as a tourist village (Dewi et al., 2022). The only way to rapidly create a tourist town in a hamlet is to construct tourist attractions or organize tourist activities there. Additionally, the concept of creating a tourism village must fulfill a number of characteristics that are inextricably linked to the part played by the community or society as a vital component of it.

As a result, it emphasizes patterns, scale, and research teams developed from earlier studies and provides comprehensive data on rural tourism in Indonesia (Hermanto & Miftahuddin, 2021; Nurodin, 2023). Stakeholders involved in rural tourism may improve national development by using this knowledge as a strategic tool to address development risks and gaps in diverse areas of Indonesia.

Suggestions for the development of Nagrog Tourism Village:

1. To conduct intensive tourism trainings both in quantity and quality for the administrators involved as well as the surrounding community in order to change the mindset of the working community to be bolder in opening new businesses.
4. Synergy between the District Government, Regional Government, and Central Government is needed so that procedures for handling hygiene problems in tourist areas are maintained.
5. The university can be a companion in maximizing the potential of this tourism village.

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