



Optimizing The Role Of Social Media As A Means Promotion Of Digital Marketing Of Tourism Ngenang Island Batam

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Abstract

This Community Service activity inspires the people of Ngenang that Ngenang Island has its own appeal to be marketed through the use of social media to promote tourism activities and enhance the economy of its residents. In particular, this activity allows lecturers and students to collaborate in finding the best solutions to the problems faced by the community. This activity involves lecturers and students in carrying out their threefold duties.

Keywords: PKM, Social Media, Training, Promotion, Tourism

INTRODUCTION

Lecturers in their function as professional educators have the responsibility to develop, and disseminate science and technology through education, research, and community service activities. This is in line with Article 5, permanent lecturers who have an NIDN must fulfill one of the Tridharma of Higher Education and carry out additional obligations (Permen ESDM No. 14/2012, 2018). Each university has a responsibility set out in its policy to carry out the tridharma. Batam Tourism Polytechnic also has policies that ultimately regulate and establish effective performance mechanisms (Puslitabmas, 2022). One part of the tridharma of higher education is community service. This can be done by a combination of lecturers and students at Batam Tourism Polytechnic, in accordance with the PKM report, with the aim of improving collaborative and participatory classes. Marketing through social media is one of the actions that can accelerate a business that has already started (Maldin et al., 2014).

Social media plays an increasingly significant role in the lives of people in Ngenang Island, Batam (Effendi et al., 2019; Lucia et al., 2021; Maldin et al., 2024). Here are some important aspects of the role of social media, including

1. **Communication and Connection. Strengthening Social Relationships:** Social media allows Ngenang Islanders to stay connected with family and friends, both on and off the island. This is crucial given the possible physical distance between the island and the rest of the region. Platforms such as WhatsApp, Facebook and Instagram facilitate fast and efficient communication, which is especially useful in emergency situations or urgent needs (Lucia et al., 2021).





2. Information and Education. Access to Information: The public can get up-to-date information on local, national, and international news through social media. This allows them to stay current with the latest developments. Social media serves as a tool for dissemination of education and training information, including webinars, tutorials, and online courses that can improve people's skills and knowledge.
3. Economic Empowerment. Promotion of Local Businesses: Small and medium entrepreneurs on Ngenang Island utilize social media to market their products and services. Platforms such as Facebook Marketplace and Instagram serve as crucial tools to access potential customers. Social media provides an opportunity for individuals to market their products to a wider market, including internationally, without the need for intermediaries or incurring significant costs.(Maldin, 2022)
4. Social Awareness and Campaign. Social media serves as a means to raise social and environmental issues that are significant to the people of Ngenang Island. This includes campaigns for environmental conservation, community rights, and health issues. Platforms such as Facebook and Instagram are utilized to raise funds for social activities, disaster relief, or other urgent needs through crowd funding campaigns (Nurjanah, 2018).
5. Tourism and Culture. Social media is used to promote the natural and cultural beauty of Ngenang Island. Images and videos published on social media attract potential tourists. The platform is used to document and disseminate information about local traditions and culture, and contribute to the preservation of regional cultural heritage (Purwanti, 2019).
6. Government Participation. Local governments use social media to interact with the public, convey information about government policies and programs, and collect feedback and complaints from citizens. Information about public services, such as health, education, and security, can be disseminated quickly and efficiently through social media (Nurjanah, 2018).

Despite the fact that social media offers many advantages, there are several challenges that need to be addressed. The inadequate level of digital literacy may impede the optimal utilization of social media. Ensuring the protection of personal data and prioritizing security in the use of social media is essential to prevent misuse. Social media plays a pivotal role in enhancing communication, stimulating economic empowerment, spreading information, and promoting culture on Ngenang Island, Batam. Nevertheless, sustained efforts to enhance digital literacy and overcome the challenges of social media usage are necessary to ensure that its benefits are fully realized by the entire community. (Jalmaf et al., 2022) (Fatimah et al., 2023).

The outcomes of discussions and initial surveys indicate that partners are facing issues related to the acceptance of social media by the community on Ngenang Island, Batam, which





hinders the optimal utilization of this technology. The following are some of the primary concerns:

1. Limited Digital Literacy. The necessary skills to access and utilize social media, such as account setup, platform interaction, and feature usage, may still be underdeveloped.
2. Limited Access to Technology Infrastructure. Unequal or availability can impede the community's ability to use social media. Not all individuals in the community have access to devices such as smartphones, tablets, or computers needed to access social media.
3. Privacy and Security Concerns. Certain individuals may have reservations about the protection and confidentiality of their personal data on social media platforms. The potential risks of online fraud, hacking, and other forms of cybercrime may cause the public from fully utilizing social media.
4. Dissemination of Misinformation. A lack of ability or knowledge to verify the accuracy of information obtained through social media.
5. Social and Economic Disparities. For some community members, the cost of internet access may be prohibitive, thereby limiting their use of social media.
6. Cultural Resistance. Some members of the community may hold traditional values that make them hesitant to embrace social media, perceiving it as a threat to local norms and cultural practices. Social media might be viewed negatively due to concerns about inappropriate content or a decrease in face-to-face social interactions.
7. Support and Education. The limited availability of educational programs or initiatives aimed at improving digital literacy and awareness of safe and effective social media use. There is also a lack of support from both governmental and non-governmental organizations in providing training and resources to assist the community in overcoming barriers to social media usage.

The issues associated with social media adoption on Ngenang Island stem from a range of factors, such as inadequate digital literacy, restricted access to technology, concerns regarding security and privacy, the dissemination of misinformation, socio-economic disparities, cultural resistance, and insufficient support and educational initiatives. To effectively address these challenges, a coordinated effort from various stakeholders, including government agencies, educational institutions, and community organizations, is essential to enhance digital literacy, improve technological infrastructure, provide education on safe social media usage, and rectify disparities in access.

Strategies for Managing Social Media as a Marketing Tool on Ngenang Island





Effectively managing social media as a marketing tool on Ngenang Island, Batam, requires a well-planned strategy and adaptation to local conditions. Below are key strategies that can support the management of social media for marketing purposes:

1. **Identify Target Audience.** Clearly identify the target audience on Ngenang Island. Are they teenagers, adults, or seniors? What are their preferences and needs? Determine which social media platforms are most popular with the target audience on the island, such as Facebook, Instagram, or WhatsApp.
2. **Create Relevant and Engaging Content.** Produce content that reflects the daily life and culture of the Ngenang community. This may include local narratives, festivals, or tourist attractions. Use high-quality images and videos to capture attention. Visual content tends to be more engaging and shareable. Use storytelling to create compelling content that fosters an emotional connection with the audience.
3. **Maintain Consistency in Posting Schedule.** Set a regular posting schedule, such as several times a week, to maintain audience engagement. Learn the optimal times for publishing content based on audience behavior across social media platforms.
4. **Interactions with the Audience.** Actively participate in responding to comments and messages from the audience. This demonstrates that you are attentive and listening to them. Engage the audience by asking questions or conducting surveys to gather feedback on your products or services.
5. **Utilize Social Media Features.** Take advantage of features like Instagram Stories, Facebook Stories, and live videos to share more interactive, real-time content. Use relevant hashtags to increase content visibility and expand reach.
6. **Collaborate with Local Influencers.** Collaborate with local influencers who have a significant following on Ngenang Island to promote your products or services. Request influencers to share authentic reviews and testimonials about your offerings.
7. **Utilize Social Media Analytics.** Regularly review analytics to assess which content performs best, and adjust your strategy based on these insights.
8. **Paid Promotion.** Take advantage of paid advertising options on platforms such as Facebook and Instagram to target a broader and more specific audience. Use available targeting features to ensure your ads reach the right demographic.
9. **Offer Additional Value.** Produce content that goes beyond promotional material by offering value, such as useful tips, lessons, or interesting information. Offer special deals, discounts, or exclusive contests for your social media followers to increase engagement.





10. Maintain Authenticity and Transparency. Maintain authenticity in your communication and be transparent about the products or services you offer. Focus on building long-term relationships with the audience rather than just pursuing short-term profits.

Managing social media as an effective marketing tool on Ngenang Island requires a thorough understanding of the local audience, consistency in content, active interaction, and efficient use of social media features. By adopting these strategies, businesses on Ngenang Island can enhance their visibility, build strong relationships with their audience, and achieve their marketing goals.

COMMUNITY OVERVIEW

Ngenang Island is a small island situated near Batam Island in the Riau Archipelago Province (Directorate of Small Island Utilization, 2018). Based on Presidential Regulation Number 131 of 2015 regarding the Determination of Disadvantaged Areas for 2015-2019 and the letter from the Directorate of Special and Disadvantaged Areas of the Ministry of National Development Planning Number 2421/Dt.7.2/04/2015 dated April 21, 2015, Batam is classified as one of the regions in Indonesia that falls under the category of disadvantaged, frontier, and outermost areas, often referred to as 3T (Directorate General for Legal and Financial Audit of State Affairs, 2015). Batam is categorized as a frontier and outermost region (<http://beasiswa.kpu.go.id>, 2019) due to its direct proximity to Singapore and Malaysia. Geographically, Ngenang Island possesses significant potential, with its most notable advantages being its marine and tourism resources. In terms of marine potential, Ngenang Island offers abundant marine products, both from capture fishing and aquaculture. Moreover, many local handicrafts are produced using marine-based materials. Regarding tourism, the island is endowed with rich natural resources, including mangrove forests, beaches, and local culinary offerings, and is surrounded by several internationally recognized tourist destinations.

Ngenang Island is located in the Nongsa sub-district of Batam City, Riau Archipelago. Covering an area of 81.47 km², the island had a population of 1,473 people in 2020, making it the least populous area in Batam City, with a population density of 18 people per km². In 2019, the Ministry of Industry (Kemenperin) and the Department of Industry and Trade (Disperindag) provided assistance to the residents of Ngenang Island. This aid included seven looms, one yarn-making machine, one motif card-making machine, and one ikat loom. Subsequently, the government designated Ngenang Island as "Kampung Tenun" or "Weaving Village." The National Craft Council (Dewan Kerajinan Nasional) has also provided training to several local communities, particularly women.





Following the pandemic, there was an increase in the number of tourists visiting Singapore as both countries reopened tourism without quarantine restrictions. This development encouraged the residents of Ngenang Island to better prepare for the future and invest in necessary resources. As part of the Tri Dharma of Higher Education, Batam Tourism Polytechnic University is committed to conducting research and community service. As a result, faculty and students organized a community service visit to Ngenang Island, facilitated by the Village Head, who also serves as the manager of the Ngenang Island tourism destination. The faculty members also acknowledged the efforts of the people of Ngenang Island.

METHODOLOGY

The implementation method for this program is summarized in the following steps: This PKM activity is organized into two primary components. The first component involves a lecture, during which participants and members of the community come together to exchange ideas about the development of tourist attractions as a form of community investment on Ngenang Island, Batam. The second component consists of a field survey aimed at identifying specific areas of Ngenang Island that could be developed into tourist destinations. The focus of this PKM activity is primarily on discussions regarding the infrastructure requirements necessary for supporting tourism and transforming Ngenang Island into a tourist village. To gain insight into the village development plan, discussions were held with the village head, local women entrepreneurs, and community leaders.

1. The potential of Ngenang Island
2. Considerations for future development
3. Infrastructure requirements

Training II, which continues the PKM survey, includes a Focus Group Discussion on the Tourism Awareness Approach for the Community Service Program. During this session, students and lecturers from Batam Tourism Polytechnic engaged with the Pokdarwis management and community members who directly experience the needs of Ngenang Island.






Activity Form

This PKM activity has different tasks and functions for each participant. The activity schedule is outlined in Table 1. Program Agenda, as follows:

No	Type of Activity	Activity Photos
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1	The entire PKM activity was hosted from start to finish by Drs. Bakti Villo Sianipar, M.Tr. Par.	
2	The opening was given by the Village Head of Ngenang Island.	
3	Signing of the MoU between BTP and the Village Head of Ngenang Island	
4	Presentation of Material on Optimizing Social Media as a Digital Marketing Tool	
5	Presentation on Video Editing Techniques	





6	Documentation of additional PKM activities with students during the distribution of food packages to the community.	
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SUSTAINABLE RESULT AND POTENSIAL

The community service activities on Ngenang Island have been successfully executed. The outcomes and objectives achieved reflect a high level of enthusiasm among the training participants. The inclusion of additional content on CHSE, along with the development of tourism promotions and the marketing of fishery products and catches as promotional tools, has positively influenced the participants. The first step in implementing this PKM program involved coordinating with the partner, namely the Village Head and the Ngenang Island officials. Below is the documentation of the initial coordination held at the community meeting venue with the Village Head and the Ngenang Island officials.

The community of Ngenang Island, similar to many other small communities, has the potential to optimize the use of social media as a marketing tool. Below are several key steps the Ngenang Island community can implement to optimize social media for marketing purposes:

1. Training and Education: Offer foundational courses on social media, digital marketing strategies, and the use of platforms like Facebook, Instagram, and WhatsApp. Educate community members on creating captivating content, including eye-catching product photos, detailed product descriptions, and the effective use of relevant hashtags.
2. Establishing a Local Brand: Build a robust local brand identity by creating a consistent logo, slogan, and visual design. Develop compelling stories or narratives about the products to attract potential customers.
3. Collaboration and Networking: Form online communities on social media where members can offer mutual support, exchange information, and engage with one another. Partner with local or national influencers who can assist in promoting their products.
4. Content Marketing Strategy: Ensure that the posted content is of high quality, engaging, and relevant to the target audience. Focus on visual content such as product photos, production processes, and engaging daily activities. Maintain consistent engagement with followers through regular content updates.





5. Choosing the Right Platforms: Select social media platforms that are popular with the target market. Instagram and Facebook tend to be effective in reaching broad audiences. Additionally, using WhatsApp Business allows for direct customer interactions, order processing, and prompt customer service.

By adopting these strategies, the community of Ngenang Island can leverage social media more effectively to market their products, expand their market reach, and increase their income.

CONCLUSION

During this PKM activity, proper documentation planning was critical. Given that OJS (Open Journal Systems) for Community Service serves as a platform for publishing research and community service activities, it is important to document and share these events with a broader audience. The following are some key outcomes of this PKM activity:

1. Target Market: Identify the most appropriate social media platforms for use. Instagram and Facebook generally work well on a larger scale.
2. Utilizing E-Commerce Features: Activate Instagram's Shopping feature to facilitate direct purchases from posts and engage directly with customers. Utilize Facebook Marketplace for local product sales.
3. Analysis and Evaluation: Use the analytical tools provided by social media platforms to monitor content performance and marketing campaigns. Collect and analyze customer feedback for long-term improvements.
4. Innovative and Creative Ideas: Increase engagement and attract followers through contests or giveaways. Utilize live streaming and story features to interact with the audience in real-time and highlight the product creation process or daily activities.

By implementing these strategies, the community of Ngenang Island will be able to use social media more effectively to market their products, expand their market reach, and increase their income. Ngenang Island has great potential for growth as a tourist destination. Batam has a wealth of potential to attract tourists, including its culture, marine and mangrove nature, delicious food, and iconic locations.

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