

## OPTIMIZING PAIT VILLAGE PROFILE FOR GROWTH AND COMMUNITY EMPOWERMENT

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### ABSTRAK

Penelitian ini menganalisis pengembangan profil Desa Pait di Kecamatan Kasembon, Kabupaten Malang, sebagai desa yang berkelanjutan untuk meningkatkan kesejahteraan melalui potensi lokal. Desa Pait memiliki peluang besar di sektor pertanian dan pariwisata, namun promosi yang terbatas dan literasi digital menjadi kendala utama. Penelitian ini menggunakan metode kualitatif deskriptif dengan studi kasus dan etnografi virtual, yang melibatkan perangkat desa, masyarakat, pengelola pariwisata, wisatawan, dan pakar pemasaran digital. Pengembangan profil desa dilakukan dengan membuat video promosi, mulai dari pra-produksi hingga distribusi melalui media sosial. Hasil penelitian menunjukkan bahwa video profil desa dapat menarik wisatawan dan meningkatkan penjualan produk lokal. Namun, masih ada tantangan yang dihadapi, seperti infrastruktur yang buruk dan kurangnya partisipasi masyarakat karena rendahnya literasi digital. Kesimpulannya menekankan pentingnya strategi promosi yang berkelanjutan, perbaikan infrastruktur, dan partisipasi aktif masyarakat.

### Kata Kunci:

Video Profil Desa, Pembangunan Berkelanjutan, Kesejahteraan Masyarakat, Literasi Digital

### ABSTRACT

*This research analyzes the development of the profile of Pait Village in Kasembon District, Malang Regency, as a sustainable village to improve welfare through local potential. Pait Village has great opportunities in the agriculture and tourism sectors, but limited promotion, and digital literacy are the main obstacles. This research used descriptive qualitative methods with case studies and virtual ethnography, involving village officials, communities, tourism managers, tourists, and digital marketing experts. Village profile development was carried out by making promotional videos, from pre-production to distribution through social media. The results show that village profile videos attract tourists and increase sales of local products. However, challenges remain, such as poor infrastructure and lack of community participation due to low digital literacy. The conclusions emphasize the importance of sustainable promotion strategies, infrastructure improvements, and active community participation.*

### Keywords:

Village Profile Video, Sustainable Development, Community Welfare, Digital Literacy

## INTRODUCTION

Pait Village, located in Kasembon District, Malang Regency, is rich in natural resources, especially in agriculture and tourism. The village is famous for its high-quality durian production and its stunning natural attractions, such as the Coban Kethak and Coban Slimpring waterfalls. Strategically located on the border of Malang and Kediri Regencies, Pait Village is an important gateway connecting the two regions. To provide a clearer understanding of the location of Pait Village, the map in Figure 1 illustrates the village's position in Malang Regency. The village's natural beauty, ranging from green hills to fertile rice fields, provides a great opportunity to be developed as a natural tourism destination and local product center. Bosak & Mccool (2015) mentioned that local resource management integrated with tourism can be an important instrument in improving the regional economy, but often requires infrastructure support and effective marketing strategies.

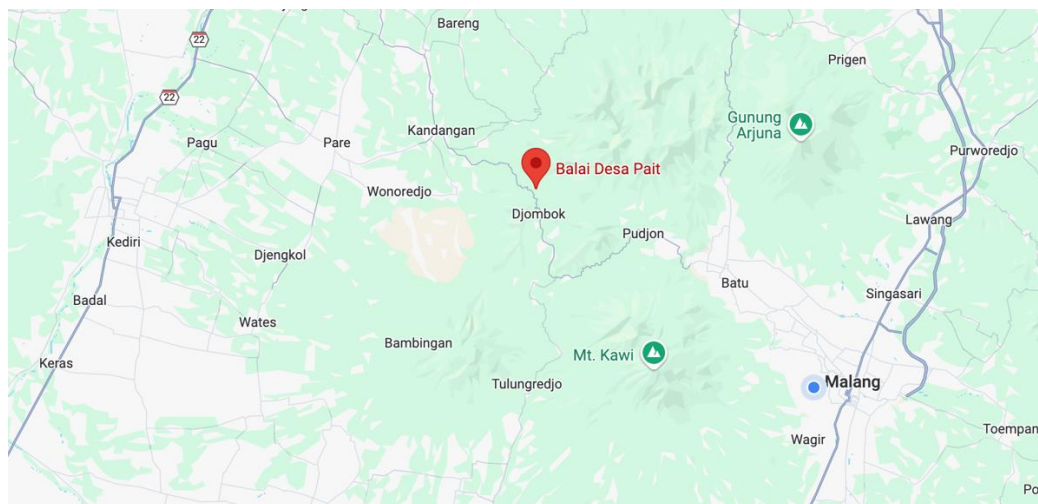


Figure 1. Pait Village Location Map

However, despite the abundance of natural resources, the management of this potential is still far from optimal. The lack of proper promotion and the lack of supporting infrastructure have made Pait Village not yet widely known by people outside the Kasembon Sub-district area, even Malang Regency. Styliadis et al. (2020) stated that one of the main factors for the failure of tourism promotion is the lack of a digital communication strategy that is relevant to the needs of the target market. In fact, the potential of this village can be a strong capital to improve the welfare of the community if properly optimized.

Along with the times and technology, village development no longer depends solely on natural resource management, but also on how the village is promoted and introduced to the outside world. Telfer & Sharpley (2007) emphasized that villages that successfully integrate promotion with technological innovations, such as digital media, tend to be more successful in developing the tourism sector. One way this can be done is through the development of a strong and structured village profile. A village profile, in this context, is not only an administrative identity, but also a reflection of the village's potential that is packaged in an attractive and informative manner (Klepej & Marot, 2024).

In recent years, sustainable development approaches have become increasingly important in rural development. An & Alarcón (2020) state that sustainable development requires collaboration between balanced economic, social and environmental sectors, including in community empowerment efforts. In Pait Village, this approach can be applied by utilizing the existing natural potential, while ensuring environmental sustainability and empowering the local community. This includes the development of organic farming, ecotourism, and environmentally friendly crop processing (Gamage et al., 2023).

However, the challenges faced in realizing sustainable development in Pait Village are not few. The main problem faced is the lack of infrastructure, especially adequate road access to support the transportation of agricultural products and attract tourists. Badassa et al. (2020) highlighted that sustainable infrastructure development is one of the main pillars in driving local economic growth. In addition, the digital literacy level of the Pait Village community is still relatively low, so not many are able to utilize information technology to support village promotion or local business management (Erlanitasari et al., 2020).

One solution to overcome this problem is to revamp the profile of Pait Village as a whole. This includes efforts to improve the village's image through various media channels, especially digital media, which is currently an effective and efficient means of promotion. Putri et al. (2023) emphasized that the use of social media as a strategic promotional tool can be a bridge in harnessing the potential of the creative economy in rural areas. The creation of a village profile video, for example, can be a strategic first step in introducing the tourism potential and local products of Pait Village to the wider community. This video can be uploaded on various social media platforms such as YouTube, Instagram and Facebook, which have a very wide audience reach. Through interesting and informative video content, Pait Village can increase its attractiveness as a tourist destination and creative economy center based on local potential (Chorna et al., 2024).

This research aims to analyze and evaluate the steps to develop the profile of Pait Village as a sustainable village, with a focus on optimizing the village's local potential. Nunkoo & Ramkissoon (2012) showed that the promotion and optimization of local potential in line with the concept of sustainability can have a significant positive impact on the local economy. This research will also explore how revamping the village profile can have an impact on improving the welfare of the community, both through the tourism sector, agriculture, and creative products based on local wisdom. With the right promotional strategy and sustainable community empowerment, Pait Village is expected to become an example of an independent village that successfully manages its potential to improve community welfare holistically (Runya et al., 2023).

## METHOD

### 1. Research Approach

This research utilizes a descriptive qualitative approach with a combination of virtual ethnography and case study methods to deeply understand the profile development process of Pait Village. The selection of this method is based on its ability to comprehensively describe social phenomena occurring in the village, thus providing a clearer picture of the perceptions of the community as well as village managers towards their local potential. Through this approach, various views and experiences of local communities were identified and interpreted to gain a deeper understanding of how the village utilizes its local resources. In addition, this research also explores the role of digital media in promoting Pait Village, including how technology is used as a tool to raise awareness of tourism potential and local culture. This is considered important in the context of modernization, where promotion through digital platforms is increasingly crucial in introducing and developing the village's image at a broader level.

### 2. Research Subjects and Locations

The research was conducted in Pait Village, Kasembon District, Malang Regency. Research subjects included:

- Village Apparatus (AD): Village head and village officials responsible for village planning and promotion.
- Local Communities (ML): Communities involved in agriculture, crafts, and local businesses.
- Village Tourism Manager (PW): The team involved in developing and managing the tourism potential of the village.
- Potential Tourists (WP): Travelers who interact with village promotional content through social media.
- Digital Marketing Expert (PD): Experts who provide insights on digital promotion strategies and village branding.

### 3. Coding of Interviewees

Coding was used to maintain the anonymity of the interviewees and facilitate the data analysis process. The following is a coding table for the interviewees:

Table. 1 Coding of Interviewees

Source Category	Code	Coding Example	Description
Village Officials	AD	AD-01, AD-02, AD-03	Used for the village head and village officials responsible for village promotion and planning.
Local Community	ML	ML-01, ML-02, ML-03	Used for farmers, artisans, and local businesses involved in the village economy.
Tourism Village Manager	PW	PW-01, PW-02	Used for BUMDes administrators and the team managing the village's tourism potential.
Potential Travelers	WP	WP-01, WP-02	Used for tourists who interact with village promotional content through social media.

Digital Marketing Expert	PD	PD-01, PD-02	Used for digital marketing experts or consultants who provide input on village promotion strategies.
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#### 4. Interview Grid

The following is a lattice of interview instruments used to obtain data from sources:

Table. 2 Interview Grid

Aspects Measured	Indicator	Interview Questions	Data Source	Reference
1. Understanding of the Pait Village Profile	Perception of village profile and village potential	- How would you rate the current profile of Pait Village?	AD, ML	(Maheshwari et al., 2011)
		- Do you feel that this village profile is well known to the wider community?	AD, ML	(Giles et al., 2013)
		- What do you think is the biggest potential of Pait Village?	AD, ML, PW	(Luštický & Bednářová, 2018)
2. Village Profile Development	Village profile development strategy	- What steps has the village taken to introduce Pait Village more widely?	AD, PW	(Aesthetika et al., 2023)
		- What is the role of technology and social media in introducing the potential of Pait Village?	AD, PW, PD	(Cleave et al., 2017)

#### 5. Stages of Village Profile Video Development

The development of the Pait Village profile video was conducted in three main stages, namely pre-production, production, and post-production:

##### a. Pre-Production:

- 1) Concept Planning: Determine the main purpose of the video, the target audience, and the message to be conveyed.
- 2) Script Development: Once the concept is agreed upon, a video script is drafted to determine the storyline.
- 3) Location Preparation: Identify and select strategic locations in the village that will serve as shooting points.
- 4) Schedule Development: Scheduling of production activities is done to ensure time efficiency and resource readiness.

##### b. Production:

- 1) Image Capture: The process of recording images on location according to the scenario that has been developed.
- 2) Interviews with resource persons: Record interviews with village officials and community members.
- 3) Use of Drones: Aerial photography using drones to showcase the natural beauty of Pait Village.

##### c. Post-Production:

- 1) Video Editing: Once all the materials have been captured, the editing process takes place.

- 2) Addition of Narration and Music: Narration and background music were added to reinforce the message.
- 3) Video Distribution: The finished video will be uploaded to various social media platforms.

## 6. Data Analysis Technique

The data obtained from the interviews will be analyzed using the thematic analysis method, which includes coding the data, identifying the main themes, and compiling a descriptive narrative. The coding of the interviewees is based on the following categories:

- a. AD-XX for village officials
- b. ML-XX for the local community
- c. PW-XX for tourist village managers
- d. WP-XX for potential travelers
- e. PD-XX for digital marketing experts

The results of the interviews will be presented in the form of in-depth descriptions of the development of the Pait Village profile, local potential, and its impact on community welfare.

## 7. Data Validity and Reliability

To ensure data validity, this research uses data source triangulation techniques. Data from interviews with village officials, local communities, tourism managers, and potential tourists will be compared and verified to get a more comprehensive picture. In addition, references from international journals are used to support data analysis and interpretation.

# RESULTS AND DISCUSSION

## RESULT

### 1. Understanding of the Pait Village Profile

Based on interviews conducted with village officials (AD-01 and AD-02), it was found that the profile of Pait Village is still very simple and has not been widely recognized, either at the local or national level. Pait Village has great potential, especially in the agricultural sector and local handicrafts, but unfortunately, this potential has not been optimally utilized in village promotion. This condition hinders the village's efforts to develop and be recognized as a destination that has economic and tourism appeal.

The main factors that hinder village promotion are limited access to infrastructure and the lack of utilization of digital media. Pait Village is located in an area that has inadequate road infrastructure, especially access roads that are damaged or not well maintained, thus reducing the interest of tourists to visit. This condition causes the village to be less accessible to the outside community, which in turn limits the number of tourist visits and buyers of local products from outside the village.

In addition, the lack of use of digital technology to promote the village's potential is one of the biggest obstacles in introducing Pait Village to the wider community. AD-01 and AD-02 revealed that most people in Pait Village are not familiar with digital technology, both in terms of hardware and software. In today's digital era, the ability to utilize social media platforms and information technology is key to expanding market reach and attracting tourists or buyers of local products.

Digital technology has great potential to accelerate village development, but the lack of digital literacy among villagers poses a serious challenge. This affects not only the promotion of local products, but also the delivery of information about village potential to the public. This limitation in the use of digital media also has a direct impact on local economic development, especially in terms of marketing local agricultural and handicraft products that are actually highly competitive in the wider market.

AD-02 also confirmed that most people in Pait Village still rely on traditional marketing methods, such as direct sales in local markets or through intermediaries. These methods are unable to reach a wider market outside of the village area, which in turn makes Pait Village's local products known only to a limited circle. Lack of training and access to modern technology further exacerbates this situation. The people of Pait Village need to be trained in the use of digital media, such as e-commerce platforms, social media, and other digital marketing tools, to be able to promote their products independently and more effectively.

In addition to digital limitations, public awareness of the importance of village branding is also still very low. Strong branding will not only help introduce Pait Village as a tourist destination and local product center, but can also create an attractive identity for visitors and potential buyers. Unfortunately, this has not been a major focus in village development. AD-01 asserts that without a clear branding strategy and continuous efforts to introduce Pait Village to the outside world, the village's potential will remain hidden and difficult to develop further.

## 2. Village Profile Development through Video Promotion

In the pre-production stage, strategic locations such as rice fields and hills were selected to highlight the natural beauty of Pait Village. This location selection was based on the consideration that natural beauty is one of the main attractions of the village, which is expected to attract tourists. The vast green rice fields and hills surrounding the village offer beautiful scenery and are a feast for the eyes, thus becoming an important visual element in the promotional video. These locations were chosen to give a natural impression and highlight the natural tourism potential of Pait Village.

At the production stage, drone technology is used to provide unique visuals from the air. The use of drones not only makes it possible to capture natural scenery from an unusual perspective, but also provides dynamic and engaging visuals that can captivate the audience. With aerial footage, video viewers can see a panoramic view of the village as a whole, including green rice fields, beautiful hills, and traditional houses scattered throughout the village. Drone technology becomes a very effective tool in enhancing the visual appeal of promotional videos, while providing a broad perspective of the beauty of the village.

In addition to the visuals, interviews with local people were also shown on video to add authenticity. These interviews were conducted with several key figures in Pait Village, including village officials and residents involved in farming and craft management. Through these interviews, the community was able to directly convey the potential of their village, as well as the hopes and challenges faced in developing local potential. Testimonials from local people provide a personal touch in the promotional video, allowing audiences to experience authentic life in Pait Village as well as the local values upheld by the villagers.

However, while video production is going well, distribution of promotional videos still faces major challenges. Limitations in distribution strategies are a major barrier in reaching a wider audience. Video distribution has so far only been done through a few social media platforms such as YouTube and Instagram, but the reach has not been optimal. This is due to a lack of understanding of appropriate digital distribution strategies, as well as a lack of budget and digital marketing skills among the villagers. As a result, these well-made promotional videos have not been able to have a significant impact in attracting tourists or introducing the village's local products to a wider market.

The distribution of promotional videos of Pait Village faces major challenges due to the limitations of sub-optimal distribution strategies and the low digital literacy of the community. Although the videos have been distributed through platforms such as YouTube and Instagram, their reach has not been maximized, so their impact in attracting tourists and marketing local products is still limited. To overcome this, a more targeted promotional strategy is needed, including the utilization of other digital platforms such as TikTok, Facebook Ads, and Google Ads, as well as collaboration with influencers or travel bloggers who have a wide following. Digital training for the community is also important to improve skills in planning sustainable marketing campaigns, so that the distribution of promotional content can reach a wider audience and have an impact on increasing tourist visits and marketing local products.

## 3. Community Participation in Village Development

The results of interviews with AD-01 and ML-01 show that community participation in the development of Pait Village is still relatively low. Although there are some farmers and craftsmen who have been actively involved in village promotion activities, most residents still depend on village officials and tourism managers to conduct various promotional activities. This dependency reflects the lack of community initiative to be independently involved in efforts to promote the village's potential.

The community's reliance on village officials for promotion indicates a gap in marketing knowledge and skills, particularly in utilizing technology and digital media. Many villagers lack the necessary skills to effectively utilize digital platforms. This is due to the lack of training on digital

marketing that can help them promote local products independently. Without sufficient knowledge of how social media and other digital platforms work, communities tend to leave the responsibility of promotion to those considered more experienced, namely village officials and tourism managers.

Furthermore, the interviews also showed that people who are already involved in village promotion, such as farmers and artisans, face difficulties in developing their digital marketing capabilities. This is due to the lack of access to training programs specifically designed to teach digital marketing skills. Communities with agricultural and handicraft products have great potential to expand their markets, but without adequate mentoring and training, they are unable to access a wider market or introduce their products effectively through social media and e-commerce platforms.

The inability of the community to promote products independently is one of the obstacles in optimizing village potential, both in the tourism sector and in marketing local products. In this condition, greater efforts are needed from the local government or related institutions to provide structured digital marketing training. This training should include the use of social media, e-commerce, and other digital marketing strategies, so that the community can be more independent and proactive in developing the village.

#### **4. Challenges and Constraints**

Some of the main challenges in developing Pait Village's profile are the community's low digital literacy and lack of skills in sustainable natural resource management. Although Pait Village has great potential in the tourism sector and local products, the local community has not fully utilized digital technology to promote the village and its products widely. This condition hinders Pait Village in maximizing its tourism potential and marketing of local products, which can actually be encouraged through the use of digital media.

In addition to low digital literacy, the lack of sustainable natural resource management skills is also a major challenge. Villagers still rely on conventional farming and land management methods, which are sometimes less efficient and environmentally friendly. The potential of crops such as organic farming and ecotourism has not been fully utilized, due to limited knowledge and training in these fields. If the villages are able to improve the management of natural resources in a sustainable manner, this could be an attraction for tourists interested in ecotourism and environmentally friendly products.

Overcoming this challenge requires increased digital literacy as well as training on more modern and sustainable natural resource management. Local governments and relevant institutions can collaborate to provide relevant education and training for communities. With improved digital literacy, communities will be better able to utilize digital platforms for product promotion and marketing, while skills in better natural resource management will boost the sustainability and attractiveness of nature-based tourism.

#### **5. Impact of Village Profile Development on Community Welfare**

Although the development of the Pait Village profile is still at an early stage, some positive impacts have already begun to be seen. One of the significant changes observed is the increased interest of tourists and potential buyers of local products after promotional videos were uploaded on various social media platforms. The promotional videos showcasing the village's natural beauty, tourism potential, and local products such as agricultural produce and handicrafts, successfully attracted the attention of outsiders who may not have previously known about Pait Village.

This impact can be seen in the increased interaction on social media, such as positive comments, questions about the village location, and messages from potential tourists and buyers interested in visiting or buying village products. The presence of the video helped create wider awareness of Pait Village, both in terms of tourism and its superior products.

Furthermore, the most tangible impact has been the increase in villagers' income from the sale of their agricultural products. Since the promotional videos began to be disseminated, several local farmers and artisans have reported an increase in demand for their products. Agricultural products such as organic vegetables and other produce are starting to be recognized by a wider market outside the village, providing better economic opportunities for the local community. This digital promotion provides new access for farmers and artisans to introduce their products to a larger audience without having to rely on conventional promotion.

Nonetheless, the full potential of these digital promotions has yet to be fully realized. Improved community digital skills and a more planned distribution strategy are still needed to maximize the



positive impact of these promotional videos. With further training and a better understanding of the use of technology for promotion, the Pait Village community can continue to utilize digital media to promote their village more widely and sustainably.

## 6. Stages of Village Profile Video Development

The process of developing a video profile of Pait Village consists of three main stages, namely pre-production, production, and post-production.

### a. Pre-Production:

- 1) Concept Planning: The initial concept of the video was decided with a focus on introducing the tourism potential and local products of Pait Village. The target audience was determined with the aim of attracting tourists and buyers of agricultural products and crafts.
- 2) Script Development: The script was developed to ensure that the storyline in the video runs smoothly and conveys the desired message, including the introduction of the village's potential, interviews with community leaders, and visualization of the village's natural beauty.
- 3) Location Preparation: Strategic locations such as rice fields, hills, and local craft areas were chosen as the setting for the shoot, taking into account visual beauty and relevance to the video message.
- 4) Schedule Development: The production schedule is organized to ensure time efficiency, taking into account the weather, source readiness, and equipment needs.



Figure 2. Pre-Production Activities

### b. Production:

- 1) Image Capture: The image recording process was carried out at various predetermined locations. High-quality cameras and drones were used to capture aerial views of the village.
- 2) Interviews with resource persons: Village officials and several key villagers were interviewed to provide local perspectives on the village's potential, challenges faced, and their hopes for the future.
- 3) Use of Drones: Aerial visuals from drones were used to highlight the beauty of Pait Village's natural landscape, including the vast green rice fields and stunning hills, which are a major attraction for tourists.



Figure 3. Production Activities



c. Post-Production:

- 1) Video Editing: Editing was done to combine visuals with a strong narrative, showcasing the tourism potential and local products in an appealing manner. The main focus in editing is to convey a clear message about the uniqueness and potential of the village.
- 2) Addition of Narration and Music: Voice narration was added to reinforce the message conveyed in the video. Appropriate background music was also selected to add to the atmosphere that supports the promotion of the village.
- 3) Video Distribution: The completed videos were then uploaded to social media platforms such as YouTube, Instagram, and Facebook. These platforms were chosen due to their wide audience reach, so that the potential of the village can be introduced to a larger audience.

## DISCUSSION

### 1. Understanding of the Pait Village Profile

The results of this study show that the promotion of Pait Village is still very limited, mainly because the village has not fully utilized the potential offered by digital technology. Village promotion still relies on conventional methods that are less effective in reaching a wider audience. This condition causes the great potential of Pait Village, both from the tourism sector and local products, not to be recognized by people outside the surrounding area. This finding supports the opinion of Marsdenia (2022) which emphasizes that digital literacy is a key element in expanding local product markets and increasing competitiveness in the digital era. Without adequate digital literacy, communities are unable to utilize digital platforms, such as social media and e-commerce, which should be powerful tools to promote village potential.

Furthermore, this study is in line with the views of Kavaratzis & Ashworth (2006) which highlights the importance of destination branding in building the economic attractiveness of a location. Pait Village does not yet have a clear branding strategy, so despite its superior natural potential and local products, the village remains poorly known. Strong and systematic branding is needed to create a distinctive identity for the village, which is able to attract the attention of tourists and potential buyers of local products. In this case, village branding is not only about introducing the existing potential, but also about building a positive reputation and image in the minds of the wider community. With a good branding strategy, Pait Village can be more easily remembered and perceived as a destination worth visiting, as well as a source of quality local products.

Optimal use of digital technology can expand market reach and increase the effectiveness of Pait Village's promotions. By utilizing social media, websites, and e-commerce, the village can introduce its natural potential, tourism, and local products to a wider audience. A strong digital presence will make it easier for the village to compete in the era of globalization and attract tourists and online shoppers. In addition, interactive digital marketing strategies allow villages to build sustainable relationships with visitors and customers. Therefore, improving the digital literacy of the community as well as implementing an integrated branding strategy is essential to strengthen the village's identity and ensure that Pait Village is widely recognized as a leading tourist destination and source of quality local products.

### 2. Village Profile Development through Video Promotion

Strong visuals in promotional videos play a crucial role in building the village's image and identity. As stated by Ben Youssef et al. (2019), attractive visuals can create positive perceptions in the minds of viewers, which in turn can increase interest in tourist visits. In today's digital era, visuals are one of the most influential elements in attracting audience attention. Promotional videos that showcase the natural beauty, community life, and tourism potential of Pait Village, if packaged well, can generate interest and curiosity in the audience, so that the village can be more widely recognized. In this case, the use of drone technology and high-quality shooting is essential to highlight the beauty of nature and local culture.

In addition to attractive visuals, a strong narrative in promotional videos is equally important. Solomon et al. (2022) emphasized that a good narrative is able to build an emotional connection between the audience and the location being promoted. Through narration, the message to be conveyed can be more easily understood, both in terms of tourism potential, cultural uniqueness, and village superior

products. Narratives delivered by local people, for example through interviews or stories of daily life, can provide a personal dimension that makes viewers feel emotionally connected to the village. The presence of personal narratives in the video also helps to strengthen the image of the village as a unique destination, not only in terms of scenery, but also in terms of social life and local wisdom.

However, while the power of visuals and narrative are crucial, improper distribution of content can hinder the maximization of promotional potential. Tran & Rudolf (2022) emphasized that strategic and targeted content distribution is necessary to reach a wider audience. Without a well-planned distribution strategy, a well-produced promotional video may not reach the right target audience. The use of digital platforms such as YouTube, Instagram, and Facebook needs to be optimized with the right distribution strategy, such as the use of paid digital advertising, utilization of influencers or travel bloggers, and targeting relevant audiences. In addition, promotional videos should be disseminated through various promotional channels, including the village's official website and collaboration with travel agents or online ticket booking platforms, to expand the distribution reach and ensure that the village's tourism potential can be known by more people.

To achieve optimal promotional impact, strong visuals and emotional narratives need to be supported by an appropriate and thorough distribution strategy. Cross-platform collaboration, such as with travel agents, travel platforms and online booking, can expand audience reach. Utilization of paid advertising campaigns on social media and digital platforms allows for more specific and efficient audience segmentation. In addition, empowering local communities through digital literacy training is important to encourage their participation in village promotion independently, creating authentic content that reflects village life. Collaboration with influencers or travel bloggers can also accelerate the spread of promotion, increasing the visibility of Pait Village. With a comprehensive distribution strategy, the village can expand its national and international reach, bringing benefits to economic development through increased tourists and sales of local products.

### **3. Community Participation in Village Development**

Community participation in village profile development has a very important role, especially in encouraging local economic sustainability. The findings of this research are in line with a study conducted by Idziak et al. (2015) which emphasizes that active community involvement in village promotion is a key factor to ensure long-term success. Community involvement not only provides a sense of belonging to the village development program, but also increases the chances of getting more diverse ideas and innovations, as local people better understand the conditions and potential of their own villages. Therefore, village promotions conducted by local communities can be more authentic and in line with the characteristics of the village, which in turn will be more attractive to tourists and potential buyers of local products.

However, one of the major obstacles faced in increasing Pait Village community engagement in digital promotion is the lack of digital technology training. Villagers, especially those who are older or less familiar with technology, still find it difficult to utilize digital platforms such as social media, e-commerce, or other digital marketing tools. This leads to uneven community involvement in digital promotion, where only a handful of individuals have adequate digital knowledge or skills. In fact, the potential of digital marketing is huge in introducing villages and their local products to a wider audience.

The lack of digital literacy also causes communities to rely more on traditional promotion methods, which tend to have limited reach and are not as effective as digital promotion in the current era. If not addressed, this dependency will continue to hamper efforts to promote the village independently and sustainably. Equitable digital technology training is crucial to overcome this challenge. Through such training, communities will not only learn how to use digital tools, but can also understand effective promotional strategies on digital platforms. This training will improve the community's skills in managing social media, creating content, and utilizing e-commerce platforms to promote local products.

By increasing community participation in digital promotion, Pait Village can sustainably strengthen the local economy. Digital technology training enables the community to be self-reliant in producing promotional content, managing social media, and marketing local products through e-commerce platforms. This not only reduces dependence on external parties, but also opens up opportunities for innovation in promotional strategies, such as social media campaigns and collaboration with influencers. In addition to the economic benefits, community involvement also

strengthens collective awareness of the village's culture and environment, and creates a strong digital identity. Thus, Pait Village can be recognized as a tourist destination and local product center that is competitive in the digital era.

#### **4. Challenges and Constraints**

A key challenge in the development of Pait Village relates to the digital literacy of the community. While good transportation infrastructure is an important element to improve the accessibility and attractiveness of rural tourism destinations, successful village promotion does not only depend on physical infrastructure. Instead, adequate digital skills are key to maximizing tourism potential. In this context, digital literacy includes an understanding of the use of information technology, the ability to access, evaluate and use information effectively. Without these skills, communities will struggle to utilize the available digital tools to attract tourists and market their local products. As stated by P.K (2024), a lack of digital capabilities can hinder the community in utilizing technology to promote products and attract tourists, so that the potential of Pait Village cannot be optimized.

On the other hand, low digital literacy among the people of Pait Village is a significant obstacle in utilizing technology for local product marketing. Research by Shuang et al. (2024) showed that a lack of digital skills can hinder the community's potential in using social media as an effective promotional tool. Many villagers do not understand how to utilize digital platforms to introduce their products, so they miss the opportunity to reach a wider market. This lack of understanding can cause local product promotion to remain reliant on traditional methods, which not only have limited reach but are also less appealing to younger generations and tourists who are more accustomed to the use of technology. In addition, the lack of knowledge about digital marketing can lead to local products not performing well in an increasingly competitive market.

Therefore, improving digital literacy for the community is essential to overcome this challenge. Local governments and relevant institutions need to work together to organize structured and sustainable digital training programs. This training should not only cover the basics of using technological devices, but also effective digital marketing strategies, such as the creation of engaging content and the use of social media for promotion. Through this training, the community will be provided with the necessary knowledge and skills to optimally utilize technology and social media. With this improvement, the Pait Village community will be better able to promote local products independently and effectively, so as to optimize their potential, both in the tourism sector and the local economy. With better ability to market their products, it is expected to increase the attractiveness of Pait Village as a tourist destination and improve the welfare of the local community.

#### **5. Impact of Village Profile Development on Community Welfare**

The positive impact of developing the profile of Pait Village on the welfare of the community has already begun to be seen, especially through the increased income generated from digital promotion. By using video-based marketing strategies, the village has successfully introduced tourism potential and local products to a wider audience. Ge & Gretzel (2018) stated that the use of videos in marketing strategies is able to attract attention and create greater interest from potential visitors and buyers. This is in line with the findings of Abdul Rashid et al. (2021) who asserted that video-based marketing not only increases market reach, but also contributes to local economic growth by opening up opportunities for village products to be sold in a wider market.

Experience has shown that after the promotional videos were uploaded, some villagers reported a significant increase in sales of local products, such as agricultural produce and handicrafts. This increase in income encouraged the community to be more actively involved in the production and promotion process, creating a sustainable cycle in local economic development. This collective spirit triggered collaboration between villagers, where they shared knowledge and skills to improve product quality. In addition, promotional videos provide wide exposure to local products, attracting buyers from outside the village and expanding marketing networks. Thus, Pait Village is developing into an independent and highly competitive community in the digital era.

However, this achievement is inseparable from the collaboration between the village management, government, and local businesses. The long-term success of promoting Pait Village relies heavily on solid cooperation among all relevant parties. Village managers and the government can provide support in the form of training, resources and access to digital platforms, while local businesses

can provide insights into the market and consumer needs. This collaboration creates a synergy that strengthens village promotion initiatives and ensures that the benefits of village profile development can be widely felt by the entire community.

The development of an effective profile of Pait Village, supported by a video-based marketing strategy and cross-sector collaboration, shows great potential in improving community welfare. This initiative not only promotes natural beauty and local products, but also creates a mutually supportive ecosystem between the community, village managers and the government. Community empowerment through digital and marketing skills training can change the promotion paradigm to be more modern and dynamic, encouraging communities to innovate their products. The integration of sustainability aspects is also important, so that Pait Village can become a model of socially and environmentally responsible tourism development. The involvement of all parties in a sustainable collaboration will ensure significant economic growth and strengthen the village's identity as an independent and resilient community.

## CONCLUSION

This research shows that Pait Village has great potential in the agriculture and tourism sectors, but the development of the village profile is still in its early stages due to a lack of digital promotion. Development through village profile videos using technology such as drones and interviews with local communities proved effective in attracting tourists, but the digital content distribution strategy needs to be strengthened. Community participation in promotion is also still low due to a lack of digital literacy, so training to increase community involvement is needed. The main challenge of lack of accessibility to information and education in the digital field is hindering development, although positive impacts on community welfare have begun to be seen through increased tourist interest and sales of local products. For long-term success, sustainable promotion strategies, human resource capacity building, and a commitment to optimally utilize local potential are needed to improve the welfare of the Pait Village community.

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