

Community-Based Tourism: Destination Branding Model of Segunung Traditional Village



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ABSTRACT: This research aims to analyze the development of the Segunung Traditional Village as a community-based tourism destination and participate in supporting local Micro, Small and Medium Enterprises (MSMEs). Using a phenomenological approach, this research explores how integration of daily community activities, preservation of local wisdom, and collaboration with various parties, such as the Education and Culture department and milk factories in Jakarta, can improve the economic, social and cultural welfare of villages. It is hoped that this research can become a model for the development of sustainable community-based tourism in other villages with similar characteristics. Through the data analysis technique used is the Manual Data Analysis Procedure (MDAP), from the results of interviews, observations accompanied by triangulation of sources and theories to produce findings. The results of the research found that in order for the Community Based Tourism Destination Branding Model to function optimally it must focus on Product Innovation, Promotion Strategy, Social Media, Marketing Communications, Educational Tourism, Brand Positioning, Collaboration, Local wisdom, Brand Equity, Value Chain Development

KEYWORDS: Community Based Tourism, Destination Branding Model, Traditional Village, village branding

I. INTRODUCTION

Community-Based Tourism (CBT) is a tourism approach that emphasizes the active participation of local communities in planning, developing, managing and maintaining tourism activities (Stone & Stone, 2020). CBT aims to provide direct benefits to local communities and ensure that tourism is socially (Giampiccoli et al., 2020), economically and environmentally sustainable. A tourism model that focuses on active participation and empowerment of local communities to create sustainable and beneficial tourism for the community (Yasir et al., 2021). Despite facing various challenges, CBT has great potential to promote sustainable development, cultural preservation (Krajinović, 2020) and environmental conservation. Through proper planning, training, and collaboration, CBT can be an effective tool for inclusive and sustainable tourism development. In the context of the Segunung traditional village, the community-based destination branding model aims to promote the village as a unique tourist destination, while maintaining local cultural values and traditions. Local community participation is a major player in tourism development and management (Dolezal & Novelli, 2022). The Segunung community is involved in all aspects, from planning, implementation, to evaluation of tourism programs. This involvement ensures that tourism is developed in accordance with the desires and needs of the community and benefits them economically and socially (Purnomo & Rahmawati, 2021). Segunung Village to build a strong destination brand, by identifying and defining the uniqueness and main attraction of Segunung Village. This can include cultural heritage, local traditions, local wisdom, traditional architecture and natural beauty. This identification helps in creating a strong and consistent image that will be promoted to tourists (Darmawan & Anwar, 2021). One of the main principles of CBT is maintaining sustainability. In the Segunung context, this means efforts to preserve culture and the environment. Communities are trained to preserve their cultural heritage, including dance, music, crafts and folklore (Zielinski et al., 2020). Apart from that, they are also taught environmentally friendly practices to preserve the surrounding nature. CBT aims to improve the local economy by creating jobs and business opportunities for the community. In Segunung, this can be done through the development of homestays, local restaurants, tour guides and the sale of handicraft products. In this way, the benefits of tourism are directly felt by the local community (Oktaviani, 2023). The destination branding model involves effective promotional strategies, Social Media and Digital Marketing (Huerta-Álvarez et al., 2020): Using social media platforms to promote attractions and activities in the village, working with travel agents to include Segunung in their tour packages, participating in tourism exhibitions to introduce the village

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to the market wider (Ruiz-Real et al., 2020). Improving tourism supporting facilities and infrastructure is very important (Kushwaha et al., 2020). These include good roads, comfortable accommodation facilities, adequate sanitation, and professional tourist information centers (Sorokina et al., 2022). Education and training for local communities on tourism services (Cheung et al., 2021), homestay management, foreign languages and other relevant skills is essential to improve the quality of services provided to tourists. carry out monitoring and evaluation of the CBT program being implemented (Dedeoğlu et al., 2020). This aims to ensure that the initial objectives are achieved, as well as to make continuous improvements based on feedback from tourists and local communities. examples of activities that have been carried out Organizing an annual cultural festival that showcases local arts and traditions, developing educational tourism programs that teach about traditional agriculture, handicrafts and environmental conservation, developing ecotourism tracks that introduce tourists to local flora and fauna and practices conservation (Hanna et al., 2021).

Seeing the good potential of the tourism industry, many new tourist destinations have emerged (Ketter & Avraham, 2021), one of which is the Segunung Traditional Village. Segunung Traditional Village, one of the tourist destinations on the slopes of Mount Anjasmoro, is located in Jombang Regency, precisely in Wonosalam. The name "SEGUNUNG" comes from "SEger lan adem GUyub rukun seduluran guNUNG lan alas kuwi titipane Gusti", which is a legacy of spiritual values. Segunung Traditional Village is a village that exudes natural beauty, inhabited by friendly people. Here, the cultural heritage of our ancestors is guarded with dedication from generation to generation. Surrounded by the Anjasmoro mountain valley, this village further strengthens its image as a tourist destination that focuses on the rural environment. Typical rural culinary delights such as nasi ampok or rice mixed with crushed corn kernels, as well as tiwul rice, can be enjoyed here. Various types of fresh vegetables such as taro, bamboo shoots and other vegetables are also available to complement the dishes. Local chefs are happy to serve this rustic dish according to visitors' orders (Deb et al., 2024).

Administratively, Segunung Traditional Village is located in Karang Wulung Village, Wonosalam District, Jombang Regency, with a population of around 230 heads of families and more than 800 residents. The main population is plantation farmers with a focus on robusta coffee production, but many also work as livestock breeders. To welcome tourists, this village has prepared various facilities such as wooden gazebos in the yards of residents' houses. As a meal, visitors can enjoy robusta coffee or other local drinks (Lund et al., 2020). Apart from enjoying coffee in people's homes, visitors can also enjoy various types of coffee at 'Omah Kopi', a special place provided by traditional village managers for visitors who want to enjoy coffee with different serving variations. Its natural and preserved natural beauty makes it the perfect place to enjoy typical traditional culinary dishes. Information about Segunung Traditional Village has been uploaded on social media Instagram with the account @kampungadataegunung, to make it easier for tourists to get information before visiting.

"... estimates are around 400 for the number of people who have been active in the last 3 months, there was the last one from Kudus for a comparative study. This year from within the city, for this year..." (Imam Rofi'i, 2024).

So, in the explanation of Mr. Imam Rofi'i as the secretariat at Segunung Traditional Village, it can be concluded that visitors to Segunung Traditional Village are not only from within the city but from various cities. Unfortunately, this year only local tourists will visit. It is very unfortunate that there is a lack of Brand Positioning for the Segunung Traditional Village because there is minimal information about the existence of the Segunung Traditional Village which is only known by the local community and the majority of out-of-town tourists for comparative studies.

Research on Community-Based Tourism: Destination Branding Model of Segunung Traditional Village makes a significant contribution to the field of sustainable tourism and community development. This research explores how the traditional village of Segunung can utilize its cultural heritage and natural beauty to create a strong destination brand through the active participation of the local community (Giampiccoli et al., 2020). Through in-depth analysis, this research shows the importance of community involvement in all stages of tourism development, from planning to marketing, to ensure sustainable economic, social and environmental benefits. In addition, this research provides practical models and strategies for cultural preservation, increasing community capacity, and promoting community-based tourism, which can be adapted by other villages in Indonesia and the Southeast Asia region (Giannopoulos et al., 2021). Thus, this research not only enriches the academic literature on CBT but also offers practical guidance for policy makers and tourism practitioners in developing authentic and sustainable destinations.

II. THEORITICAL REVIEW

Community-Based Tourism (CBT) Theory

Community-Based Tourism (CBT) theory is rooted in the principles of sustainable development and community participation (Gutierrez, 2023), which emphasize that tourism must be developed by actively involving local communities in all stages of the process. This concept is based on participatory development theory which emphasizes that direct community involvement in resource planning and management will result in greater sustainability and fairer benefits (Sithole et al., 2021). CBT also integrates

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socio-economic value theory, which shows that tourism can be a tool for economic and social empowerment if managed with an inclusive approach that considers the welfare of local communities (Giampiccoli, 2020). In addition, cultural preservation theory emphasizes that CBT plays an important role in preserving and strengthening local cultural identity through the promotion and appreciation of local traditions and practices (Huerta-Álvarez et al., 2020). Thus, CBT is not only about creating attractive tourist destinations, but also about building community capacity, promoting social justice, and preserving the environment and culture (Kushwaha et al., 2020). Through this holistic approach, CBT theory provides a comprehensive framework for developing tourism that is sustainable and beneficial for all parties involved (Ruiz-Real et al., 2020).

The Destination Branding Model (DBM) Theory

The Destination Branding Model (DBM) theory refers to the strategic process of creating and promoting a unique image of a tourist destination in order to attract tourists (Chigora et al., 2024) and differentiate the destination from its competitors. DBM is based on marketing and branding theory which emphasizes the importance of consistent brand identity (Gutierrez, 2023), positive associations and customer loyalty. In the context of tourist destinations, this theory integrates key elements such as destination image, destination personality and brand equity (Muniz et al., 2021). Destination image includes the perceptions and impressions tourists have about the place, which are influenced by factors such as attractions, culture and the natural environment (Raja, 2020). Destination personality involves the characteristics and values associated with the destination, which can influence tourists' emotions and preferences (Cavallo et al., 2023). Brand equity, which consists of brand awareness, brand associations and brand loyalty, plays an important role in building long-term relationships with travelers (Akel, 2022). DBM theory also includes integrated communications and marketing strategies (Gu & Duan, 2024), which use multiple promotional channels to reinforce brand messages and create consistent travel experiences. Thus, the Destination Branding Model theory provides a comprehensive framework for understanding and implementing effective branding strategies, which can increase the competitiveness and sustainability of tourist destinations (Schivone et al., 2021).

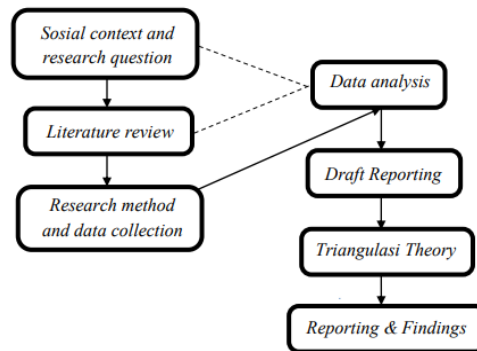
Segunung Traditional Village

Segunung Traditional Village is a traditional community located in the Wonosalam area of Jombang, East Java, rural Indonesia, which is rich in cultural heritage and natural beauty (Nuryananda & Berlianty, 2023). The village maintains a variety of cultural practices and traditions that have been passed down from generation to generation, including traditional architecture, arts and crafts, dance, music, and traditional ceremonies (Rahmatin, 2023). The presence of forests, rice fields and enchanting natural landscapes adds to the aesthetic appeal of this village. The Segunung Traditional Village community lives in harmony with the surrounding natural environment, implementing environmentally friendly agricultural practices and preserving natural resources. The social structure of these villages is usually based on a system of kinship and mutual cooperation, where people work together in daily activities and traditional ceremonies (Kusnadi, 2022). In the context of tourism, the Segunung Traditional Village has great potential to be developed as a community-based tourism (CBT) destination, with a unique and authentic attraction. The study of the Segunung Traditional Village as a research object will include an in-depth analysis of how local culture and traditions can be integrated into the tourism experience, as well as how tourism can be developed sustainably to provide economic, social and environmental benefits for the local community (Sumiati & Panjaitan, 2022). This research will also explore the challenges faced in managing community-based tourism and strategies to overcome these obstacles, with the ultimate goal of creating a profitable and sustainable tourism model for the Segunung Traditional Village.

III. RESEARCH METHODS

In this study, the research method used by researchers is using qualitative research (C. Rofiah, 2023), a phenomenological approach (C. Rofiah, 2024). With the Methods model Simple Research Design With triangulation theory. Simple qualitative research can still be compiled without having to carry out lengthy discussions but can still be accounted for (Rofiah, 2021). This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:

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Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

The locus of this research is Segunung Traditional Village, a traditional village located in the rural area of Carangwulung Wonosalam Jombang, East Java, Indonesia, which is known for its cultural richness and natural beauty with the informants being the Head of Segunung Hamlet, Chair of Segunung Traditional Village, Secretary of Segunung Traditional Village. This research starting February 2024 until this research was completed.

Research Informant:

No	Informant's Name	Position	Long Time To Join The Community	Age
1	Giri Winarto	Village chief	5 years	48 Years
2	Supi'i	Chairman	5 years	45 Years
3	Imam Rofi'i	Secretary	5 years	32 years

Source: Researcher Data, 2024

Data Collection Technique and Triangulation

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021)

IV. DATA ANALYSIS TECHNIQUE

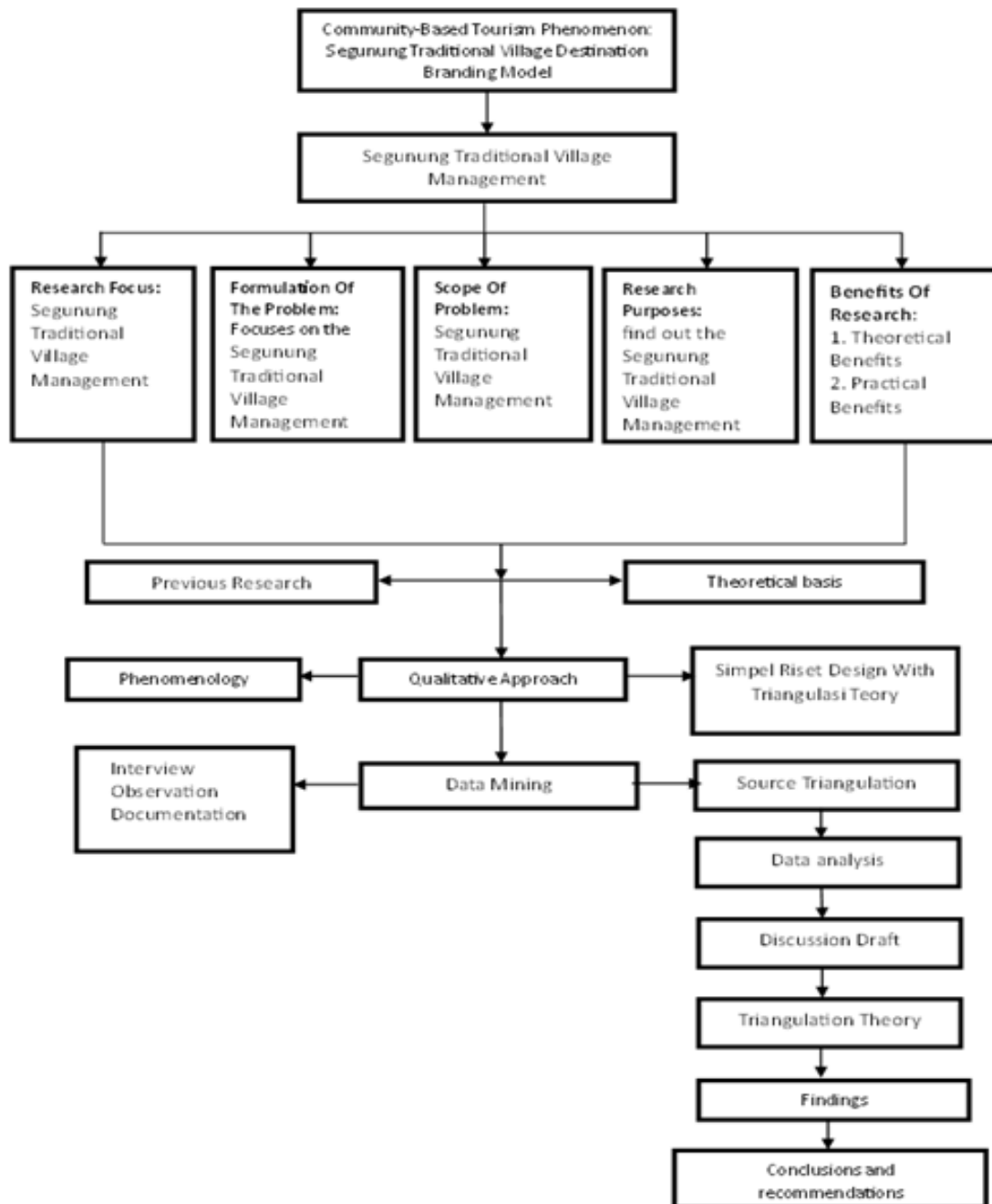
In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

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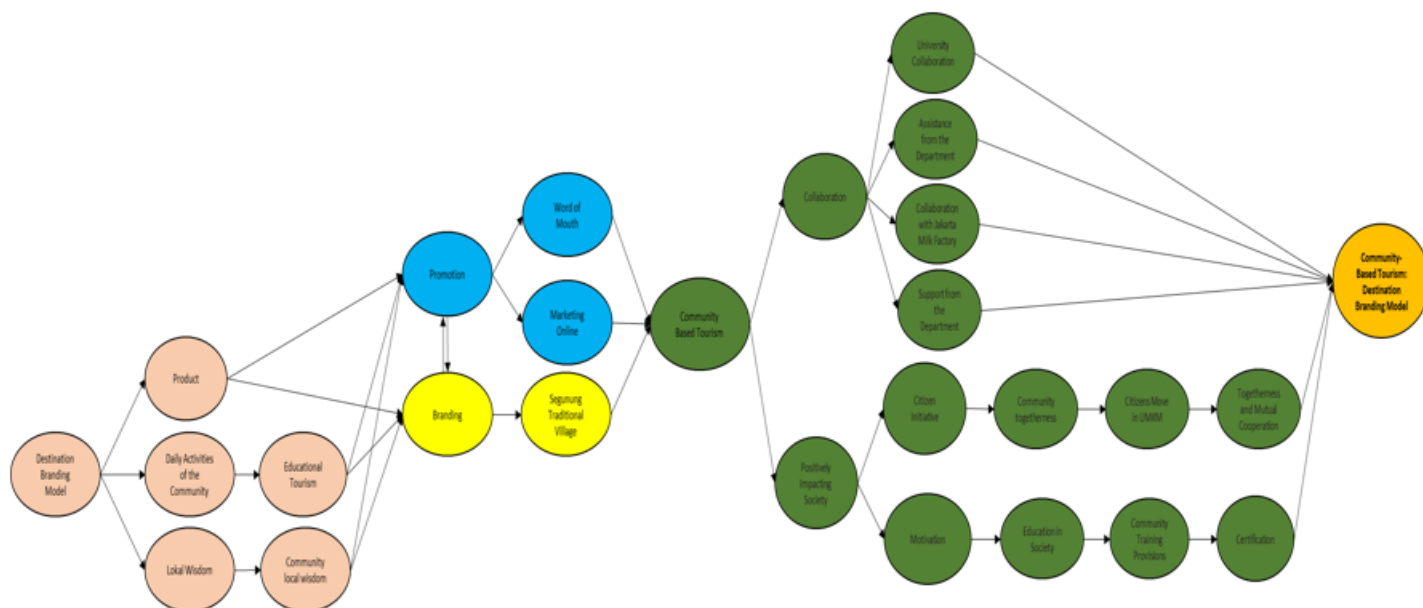
Research Line of Thought

The framework of this research can be described as follows:



Source: Researcher, (2024)

V. RESULTS AND DISCUSSION



Source: Research proposition, 2024

DISCUSSION

Destination Branding Model

Products

".....highlighting the daily lives of residents such as cultivating coffee, how to raise cows and how to process milk...." (Giri, 2024)

".....elevating the local wisdom of MSMEs and then the local potential that exists here....." (Imam, 2024)

"In instant powder form. There is ginger then turmeric. Just make a brew of cassava chips, taro chips and cassava" (Imam, 2024)

"There are things like chips, spices, dairy products, coffee and batik" (Giri, 2024)

In the Segunung Traditional Village, there are a number of Micro, Small and Medium Enterprises (MSMEs) that play an important role in the local economy and offer unique products that reflect the village's rich natural resources and culture.

1. Instant Powder

This product includes various types of instant drinks made from local natural ingredients, such as ginger, turmeric and other spices. The production process involves drying and grinding fresh ingredients into an easy-to-brew powder, allowing consumers to enjoy traditional drinks in a convenient way. These MSMEs support local farmers by purchasing raw materials from them and adding value through processing.

2. Cassava Chips

Cassava is a plant that is widely cultivated in Segunung Village. Cassava chips MSMEs process cassava tubers into a popular crunchy snack. The production process includes peeling, cutting, frying and packaging. These products are often given various flavors, such as original, spicy, and cheese, to appeal to a variety of consumer tastes. These MSMEs contribute to the local economy by creating jobs and using local agricultural products.

3. Taro Chips

Similar to cassava chips, this MSME processes taro into a crunchy snack. Taro is sliced thinly, fried until crispy, and seasoned to produce a variety of flavors. This product adds diversification in the use of local plants and provides a healthy snack alternative for consumers. The taro used often comes from organic farming, adding to the selling value of this product.

4. Processed Milk

Segunung Village also has a dairy farm that produces fresh milk. Dairy MSMEs convert raw milk into various products, such as yogurt, cheese and pasteurized milk. This process involves modern processing techniques that maintain the nutritional value and quality of the milk. Dairy products not only provide an important source of nutrition for local communities but also have the potential to attract tourists interested in natural and fresh products.

5. Coffee

This village is also known for its coffee production, which is grown at a certain height to produce high quality coffee beans. Coffee MSMEs process coffee beans from picking, drying, to grinding and packaging. Segunung Coffee is known for its distinctive taste,

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which is influenced by local soil and climate conditions. This coffee product is marketed as premium coffee, attracting the interest of local and international coffee lovers.

6. Batik

Batik is a cultural product that reflects the richness of local traditions and art. Batik MSMEs in Segunung Village produce batik cloth with distinctive motifs inspired by nature and local culture. The process of making batik involves cutting or stamping, coloring and finishing techniques that require skill and precision. This batik product not only has high economic value but also functions as a medium for preserving cultural heritage.

The significance of MSMEs in the Segunung Traditional Village

MSMEs in Segunung Traditional Village make various important contributions to the local community, by providing employment opportunities and additional sources of income for village residents, these MSMEs help improve local economic prosperity. Products such as batik and traditional drinks help preserve and promote the village's cultural heritage. Many MSMEs adopt environmentally friendly practices, such as the use of organic materials and sustainable production methods. These unique products attract the interest of tourists, who want to experience and purchase authentic local products, thereby supporting the village's tourism sector. By utilizing local resources and maintaining traditional values, MSMEs in Segunung Traditional Village not only strengthen the local economy but also support sustainable community-based tourism development. This in-depth research on MSMEs can reveal more about the economic, social and cultural dynamics that support village sustainability and development.

Local Wisdom

"There are customs that we maintain in the form of customs that previously existed and we preserve them by changing them again. "One of them is *wiwit kopi*, *kenduren sego roll*, *water source maintenance* and *grabek suro*" (Imam, 2024)

"Local wisdom such as dairy cows or animal husbandry, agriculture, besides that, we also have local wisdom about the beauty of the village and also the habits of the people who are still deeply involved in the environment" (Supi'i, 2024)

Segunung Traditional Village maintains and preserves rich local wisdom, which includes various traditions and cultural practices that have been passed down from generation to generation.

Wiwit Kopi

Wiwit Kopi is a traditional ceremony that marks the start of the coffee harvest. This ceremony is usually carried out with a ritual of thanksgiving to God and ancestors for the abundant produce of the earth. The community gathers, offers prayers, and holds various traditional activities aimed at asking for blessings and safety during the harvest period. This tradition not only strengthens social ties among village residents but also strengthens spiritual values and respect for nature.

Kenduren Sego Roll

Kenduren sego roll is a tradition of eating together as a form of gratitude and to strengthen relations between residents. Sego roll, or rolled rice, is a typical dish made from rolled rice with side dishes and distributed to all *kenduri* participants. This activity is usually carried out at important times such as harvest time, religious celebrations, or other community events. *Kenduren sego roll* reflects the strong values of mutual cooperation and togetherness in the Segunung Village community.

Water Source Maintenance

Maintaining water sources is a form of local wisdom that is important for preserving the environment. The people of Segunung Village have a tradition passed down from generation to generation in maintaining the cleanliness and sustainability of their water sources, such as springs and rivers. These activities involve regular cleaning, building simple dams for irrigation, and implementing strict customary rules regarding water use. This tradition ensures that the quality and quantity of water resources is maintained for agricultural, household and daily needs.

Grabek Suro

Grabek Suro is a traditional celebration held to commemorate the Javanese New Year, which falls in the month of Suro in the Javanese calendar. This celebration usually involves various ritual activities, such as processions, art performances, and group prayers. Grabek Suro in Segunung Village is an important moment to strengthen the community's cultural and spiritual identity. This tradition also attracts tourists who are interested in witnessing and taking part in authentic cultural celebrations.

The Significance of Local Wisdom in the Segunung Traditional Village, these traditions have deep significance for the people of Segunung Village, cultural preservation through these practices, cultural values and customs remain alive and are passed on to the younger generation. Strengthening the Community through these traditional activities strengthens social ties and solidarity among village residents. Environmental Sustainability by maintaining the tradition of maintaining water sources shows environmental awareness and community efforts in protecting the local ecosystem. and are expected to become tourist attractions, these traditions also have great potential to attract tourists who are interested in local culture, thereby supporting the development of sustainable community-based tourism. By preserving this local wisdom, Segunung Traditional Village not only maintains its identity and cultural heritage but also creates opportunities for sustainable economic and social development.

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Further research on these traditions can provide in-depth insight into how local culture can be a valuable asset in tourism development and community empowerment.

Community-Based Tourism Concept

"The concept is community-based tourism. "So our goal is to sell people's daily lives," (Giri, 2024)

The concept of developing daily activities in the Segunung Traditional Village aims to integrate routine community activities into the tourism experience, thereby creating an authentic and sustainable community-based tourism destination. This approach involves utilizing various aspects of villagers' daily lives, such as agriculture, handicrafts, cultural activities, and traditional practices, as key attractions for tourists. Through this concept, tourists not only become spectators but also active participants in the community's daily activities, such as taking part in the process of planting and harvesting coffee, making batik crafts, or taking part in traditional ceremonies such as *wiwit kopi* and *grebek suro*. This approach has several key advantages. Firstly, it helps preserve local culture and traditions because people will continue to engage in these activities as part of the tourist attraction. Second, it provides an additional source of income for people without requiring them to give up daily activities that are already part of their lives. Third, the authentic experience gained by tourists will create deep and unique memories, increasing the attractiveness of the village as a tourist destination. In the context of research, this concept can be explored further to understand how the integration of daily activities can support economic, social and cultural sustainability in Segunung Village. This research may include analysis of the economic impact of tourism on community income and welfare, evaluation of the effectiveness of training programs to empower communities in managing tourism activities, as well as studies of how interactions between tourists and local residents influence cultural preservation and social relations. Thus, the concept of developing daily activities is not only a marketing strategy, but also a holistic approach to inclusive and sustainable community development.

Branding

"Create tourism to motivate residents so that if they become breeders they are good breeders, if they become farmers they are good farmers" (Supi'i 2024)

With this tourist village, the informant hopes that MSMEs will maximize their business, with the Segunung Traditional Village as a forum. With the existence of this tourist village, the informant hopes that Micro, Small and Medium Enterprises (MSMEs) in the Segunung Traditional Village can maximize their business, making the Segunung Traditional Village a forum for the growth and development of local products. Initially, the Segunung Traditional Village only consisted of local communities who carried out daily life based on local traditions and wisdom. However, as time went by, this village began to develop as a tourist destination that attracted visitors from various regions. This growth encourages various departments and institutions to provide training to local communities, including business management skills, marketing, product packaging and tourism services. This training aims to increase the capacity and capability of local MSMEs, so that they can produce higher quality and competitive products in the wider market.

"The mountainous traditional village is a branding and also a way to find existing culture." (Supi'i)

"At first it was the residents' own initiative, but as soon as it started, departments came in, such as providing training and so on." (Giri, 2024)

The Segunung Traditional Village started with only the local community, but as time went by, the Segunung Traditional Village began to develop and many departments provided training to the community. The role of Segunung Traditional Village as a forum for MSMEs is very important in creating a dynamic and sustainable business ecosystem. This village functions as a platform where MSMEs can display their products, such as cassava chips, coffee, batik and dairy products, to visiting tourists. Direct interaction with tourists not only opens up marketing opportunities but also provides valuable feedback for improving product quality. Apart from that, this village also facilitates collaboration between MSMEs and with external parties, such as government institutions and non-government organizations, which can provide additional support in the form of access to markets, financing and business networks.

"The concept is community-based tourism. So our goal is to sell people's daily lives" (Giri, 2024)

Seeing the community potential of the Segunung Traditional Village community, a tourist village was formed that offers residents' daily activities.

"We work together for the benefit of MSMEs. "So support them when there are traditional village activities, they also appear, the traditional village just provides the accommodation" (Imam, 2024)

The role of the Segunung Traditional Village is to act as a forum for MSMEs to develop their products. It is important to explore how the Segunung Traditional Village facilitates the development of MSMEs and its impact on the local economy. This research may include analysis of the effectiveness of training programs provided, changes in community income and welfare, as well as social dynamics that arise from interactions between local residents and tourists. Thus, the role of the Segunung Traditional Village

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as a forum for developing MSMEs not only strengthens the village economy but also contributes to preserving culture and improving the quality of life of the local community.

Promotions

"Marketing of the mountainous traditional villages was initially through word of mouth, then marketing via online such as web posting or usually making wa or IG stories" (Giri, 2024)

Based on the results of interviews with informants, Segunung Traditional Village has adopted modern marketing strategies to support sales and promotion of their products through various social media platforms, such as WhatsApp, websites and Instagram. This approach shows effective adaptation to developments in digital technology in optimizing the potential of local MSMEs. WhatsApp is used as a means of direct communication with customers, enabling fast and responsive interaction, and facilitating sales transactions. Through groups and broadcast messages, MSMEs can convey information about new products, special offers and village events efficiently. The village website functions as a digital storefront that displays comprehensive information about the Segunung Traditional Village, including history, culture, MSME products, and the tour packages offered. This website is an important tool for attracting tourists and potential buyers from various regions, providing easy access to information, and increasing the credibility and professionalism of local MSMEs. Using Instagram as a visual platform is very effective in attracting the attention of a wider audience through interesting images and videos. Through Instagram, Segunung Village MSMEs can display the beauty of the village, the product manufacturing process, and customer testimonials in an interesting and interactive way.

The integration of these three platforms shows a good understanding of modern consumer behavior and digital marketing trends. This also reflects the ability of local communities to adapt and utilize technology to increase the competitiveness of their products. Further research could explore the impact of social media use on sales and growth of MSMEs in Segunung Village, including analysis of customer engagement, increased brand awareness, and sales conversions. In addition, research can assess the effectiveness of training and mentoring provided to communities in using these technologies, as well as identify challenges faced and strategies to overcome barriers to digitalization in rural environments. Thus, the adoption of social media as a marketing tool not only increases product sales but also empowers local communities to compete in a wider and dynamic market.

Community Based Tourists

"We train together and then there is assistance from the tourism service, one of which we have 2 people who have been certified as tour guides from BNSP" (Imam, 2024)

"Yes, some people already have provisions through training, but in general not yet. Just the perpetrators" (Giri, 2024)

According to interviews with informants, the Segunung Traditional Village collaborates with various parties, including the Education and Culture Department, milk factories in Jakarta, as well as MSME support institutions. This collaboration aims to strengthen local capacity, develop products, and promote the village as a sustainable cultural and economic tourism destination.

Collaboration with the Department of Education and Culture

Collaboration with the Department of Education and Culture focuses on preserving and promoting village cultural heritage. Through education and training programs, the ministry supports village efforts in preserving local traditions, arts and crafts.

"Seminar from Dikbud. We collaborate with government agencies" (Supi'l, 2024)

In addition, this initiative also includes assistance in documenting and publicizing village culture, increasing awareness and appreciation of local wisdom at national and international levels. These training programs also often include education on tourism management and hospitality skills, which are important for improving the quality of tourism services in villages.

Collaboration with a Milk Factory in Jakarta

Collaboration with dairy factories in Jakarta reflects the synergy between industry and local communities to develop high quality dairy products. This milk factory not only provides a market for fresh milk produced by farmers in Segunung Village, but also provides training on more efficient and hygienic milk production and processing techniques. This collaboration helps increase the added value of local dairy products, guarantees higher quality, and opens access to a wider market. In addition, this collaboration also supports sustainable farming by adopting environmentally friendly practices and supporting animal welfare.

"We will make our group collaborate with milk factories in Jakarta" (Supi'l, 2024)

Support for MSMEs

"elevating the local wisdom of MSMEs then we develop the local potential that exists here" (Imam, 2024)

Segunung Village also receives support from various institutions that focus on developing MSMEs, including local government, non-governmental organizations, and educational institutions. This support includes entrepreneurship training, technical assistance, access to financing, and assistance in product development and marketing. These institutions help MSMEs optimize local potential, increase product competitiveness, and expand marketing networks through exhibitions and festivals. This assistance also includes developing business digitalization, such as creating websites, social media strategies, and using e-commerce platforms, which are very important in today's digital era.

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Collaboration with various parties is very important for Segunung Traditional Village in several aspects, including: Helping to increase community income and welfare through increasing capacity and access to markets, supporting efforts to preserve and promote local culture, so that local traditions and wisdom are maintained, through training and technical assistance, local products can meet higher quality standards and be more competitive in the market, encouraging sustainable practices in production and processing, which are important for environmental sustainability and community well-being. Thus, this collaboration will not only provide direct benefits for Segunung Village but can also become a model for sustainable collaboration-based community development.

Triangulation Theory

Destination Branding Model

The results of interviews with Kampung Adat Segunung informants regarding the destination branding model are as follows:

1. Segunung Traditional Village is a brand that accommodates MSMEs
2. Promote the local cultural wisdom of the local community
3. Support MSMEs in the Segunung Traditional Village
4. Has various MSME products, namely: processed milk, batik, kripik and also coffee.

The results of interviews with informants in the Segunung Traditional Village revealed that this village destination branding model includes several key aspects. First, Segunung Traditional Village is positioned as a brand that becomes a forum for MSMEs to develop and market their products. Second, the village promotes the community's local cultural wisdom, making it a major attraction for tourists looking for an authentic experience. Third, support for MSMEs is realized through various initiatives, including training and technical assistance provided to improve product quality and competitiveness in the market. Fourth, Segunung Traditional Village has a variety of MSME products, such as dairy products, batik, chips and coffee, which are symbols of the richness of local culture and economy. This branding strategy not only strengthens the village's identity as a cultural tourism destination but also encourages sustainable economic growth through empowering local communities.

Based on relevant research conducted by (Bazin, et al, 2024) on Brand Positioning of Halal Tourism in Bukittinggi, it was found that this is a long-term strategy covering a series of activities starting from product innovation and marketing communications.

Branding

1. Segunung Traditional Village has traditional village branding that sells the daily activities of local residents.
2. Maximizing MSME products in the Segunung Traditional Village
3. As time goes by, many agencies provide training to the people of the Segunung traditional village

Segunung Traditional Village branding relies on the uniqueness of local residents' daily lives as the main attraction, offering tourists an authentic experience through participation in the village community's traditional activities and daily routines. This branding has succeeded in creating a strong and distinctive image, which makes this village an attractive destination for those who want to experience local culture firsthand. Apart from that, efforts to maximize MSME products in this village are carried out by developing and promoting various local products such as dairy products, batik, chips and coffee, which add economic value and tourist attraction. Over time, various institutions began to provide training to the people of Segunung Village, improving their skills in business management, marketing and production, which ultimately strengthened local capacity and supported the sustainability of the village economy. Through this combination of strategies, Segunung Traditional Village branding not only strengthens cultural identity but also encourages community-based economic growth.

Based on relevant research conducted by (Putra, et al, 2023) on Brand Positioning of Sumatera Barat-Riau studi komprehensif untuk kota Payakumbuh, Indonesia, it was found that branding is built on a framework that is interdependent on competitive brand positioning, value chain development, and brand equity management.

Promotion

1. Media promotion for Segunung Traditional Village, namely by marketing its products via the web and social media (WhatsApp and also Instagram)

Promotion of Segunung Traditional Village is carried out through digital marketing strategies which include the use of websites and social media such as WhatsApp and Instagram. The village website functions as an information center that displays history, culture, MSME products, and various tourist packages offered, making it easier for potential tourists to get a comprehensive picture of this village. Through WhatsApp, direct communication with customers can be carried out effectively, enabling quick responses to consumer questions and needs, as well as facilitating efficient sales transactions. Meanwhile, Instagram is used to attract the attention of the audience with interesting visual content, such as photos and videos of daily activities of village residents, the process of making products, and the beauty of the natural surroundings. Through consistent and interactive posts, Instagram helps build a strong narrative and increase engagement with potential travelers and customers. This promotional

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strategy not only expands the market reach for Segunung Village MSME products but also increases the visibility and attractiveness of the village as a unique cultural tourism destination.

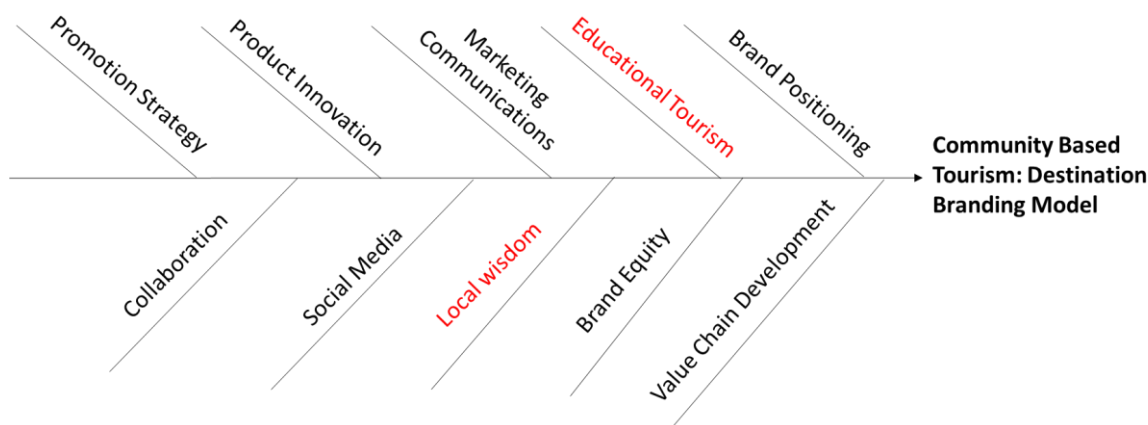
Based on relevant research conducted by (Lestari, et al, 2020) on Brand Positioning of Halal Tourism in Bukitinggi, it was found that the efforts made by Handayani for promotional strategies were by using the web and also social media.

Community Based Tourist

1. Segunung Traditional Village acts as a forum for developing its MSME products
2. Milk MSMEs collaborate with milk factories in Jakarta to develop products
3. Collaborate with the department to provide BNSP training to the Segunung Traditional Village community
4. Apart from collaborating with government agencies, we also collaborate with universities.

The Segunung Traditional Village functions as a platform for the development of local MSME products, playing a central role in facilitating community-based economic growth. Milk MSMEs in this village, for example, collaborate with milk factories in Jakarta to improve product quality and variety, utilizing expertise and technology from large industries. In addition, this village collaborates with various departments to provide certified training from the National Professional Certification Agency (BNSP), which aims to improve the skills and competencies of local communities in various fields, including business and production management. Collaboration is not limited to government agencies; Segunung Village also establishes partnerships with universities for research, development and community empowerment. Through synergy with academics, village communities gain access to the latest knowledge, innovation and practical solutions to overcome local challenges. With this collaborative approach, Segunung Traditional Village not only strengthens MSMEs but also builds a strong foundation for sustainable and inclusive community-based tourism. Based on relevant research conducted by (Lestari, et al, 2020) on Brand Positioning of Halal Tourism in Bukitinggi, it was found that this requires good collaboration between stakeholders such as consumers (local communities, organizational employees and target audiences).

Findings



Source: researcher's findings Community Based Tourism: Destination Branding Model, 2024

In this research it was found that the following:

1. Local Wisdom

Where the Segunung Traditional Village is a village that has inherited the culture of its ancestors, guarded with dedication from generation to generation. So the Segunung Traditional Village really preserves the village's traditional culture. With local wisdom being developed, there is great potential to develop the branding of the Segunung Traditional Village. Where the Segunung Traditional Village is a forum for MSMEs to utilize their potential to the maximum.

According to Alfian (in Arni Chairul 2019), local wisdom can be defined as knowledge and outlook on life which is reflected in various local community activities to fulfill their living needs. Meanwhile, Kasmir and Jakfar (2016) stated that the product strategy implemented by traders plays an important role in developing a product.

2. Educational Tourism

Segunung Traditional Village is a village that has various traditional events such as wiwit kopi, kenduren sego roll, water source maintenance and also grebeg suro. So it also focuses on educating the wider community about the traditions of Segunung Village. Segunung Traditional Village has pavilion facilities to concentrate the activities of the residents and is also available for rent.

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Rodger (1998) explains that educational tourism is the activity of traveling to an area with the aim of gaining experience and learning in the place visited. Apart from that, education can also be used as a means to increase conservation value in areas that have historical value. The impact of this education can increase awareness and desire to improve unfavorable conditions. For conservation, education requires interaction with the environment, which can foster changes in attitudes and increase motivation to preserve the environment (Darwis, 2016).

VI. CONCLUSION

Based on the results of the analysis carried out, it was found that Community-Based Tourism and Destination Branding Model Analysis in the Segunung Traditional Village were:

1. Community-Based Tourism in tourist attractions can be done by paying attention to the promotional strategy chosen for promotion, by determining the right strategy you can maximize the desired results, such as using WOM promotion strategies and Promotion on Social Media. Social media itself is an opportunity to introduce it to the wider community so that people recognize it first, therefore social media must be managed well. Choose the right classification so that you can exploit existing Human Resources and Natural Resources to the maximum.
2. Destination Branding Model in tourist attractions can be done by paying attention to local wisdom first, so that product innovation can continuously look for differentiators from other tourist attractions, as well as creating good brand equity. Paying attention to marketing communication methods can develop a good value chain. already existing or finding new ones such as educational tours that some tours may not yet have, in the end you can determine the right brand position to communicate with the public.

It is recommended to expand this research with a participatory approach that actively involves local communities in the entire research process, from planning to implementation and evaluation. This is important to ensure that the perspectives and needs of the residents of Segunung Traditional Village are truly reflected in the research results. In addition, conducting comparative analysis with other villages that have similar characteristics can provide greater insight into best practices and challenges in developing community-based tourism. Research should also include holistic economic, social and environmental impact evaluations to assess the sustainability of existing programs. It is also recommended to further research the role of digitalization and technology in marketing MSME products and increasing tourist engagement. Documentation and dissemination of research results to stakeholders, such as local governments, educational institutions and non-governmental organizations, will be very useful in encouraging stronger collaboration and support for the development of the Segunung Traditional Village.

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ATTACHMENT

Question Guidance

Topic	Question
Community-Based Tourism	1. Local community involvement
	2. The community benefits from their participation
	3. Involving local communities in decision making
	4. Certainty for local communities to benefit from tourism
	5. Educate local communities about tourism
Destination Branding Model Analysis	6. The brand is attached to the heritage site
	7. The consequences
	8. Complexity
	9. How value is negotiated through knowledge sharing outside the market
	10. Knowledge development
	11. Providing knowledge,
	12. Passing on experience,
	13. instill local values and customs,
	14. continuous training for collaboration



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