

## Empowerment of Bongo Religious Tourism Village, Gorontalo Province Through Digital Marketing Strategy

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### Abstract

The Bongo Religious tourism village destination is a tourist village that has a beautifully natural feel with a culture that is thick with Islamic values, Bongo Village has 208 MSMEs. With the number of MSME actors marketing the products produced and with not being socialized to people who are outside the province of Gorontalo even though the Bubohu Bongo Religious Tourism Village came out as the second winner of ADWI 2021, because the publication of the religious tourism village has not spread widely. Therefore the solutions for MSME problems and publication of religious tourism villages are 1) Stimulating the public and government to be active in supporting MSME products and religious tourism destinations, 2) Optimizing Online Marketing as an attraction for domestic and foreign tourists, 3) creating and managing online marketing media, 6) implemented continuously. Implementation of activities Implementation of community service for Community Empowerment of UMKM Actors and Publication of destinations in the Bongo Religious Tourism village with an Online Marketing approach, carried out through workshop activities on August 1, 20,22 at Dulanga Beach, Bongo Village. Training and mentoring are carried out to increase public awareness of the use of social media as online marketing in increasing MSME businesses and publishing bongo religious tourism destinations. This is shown by the existence of a religious tourism website that markets typical bongo village products.

### Keywords

Bongo; Religion; Tourism; UMKM



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## 1. INTRODUCTION

Development in the tourism sector is one part of national development that aims to develop an area (Yatmaja, 2019). A large number of tourism potentials the development and development of tourist villages contribute to the improvement of the Indonesian economy which is quite effective in the welfare of the people in the village (Pratama, 2017) because it can reduce the amount of urbanization (migration) of rural people to cities. In addition, the development of tourist villages can grow clusters of villages which are the basic basis for various tourist village needs in the area (Ari Kurniawan, n.d.).

Bongo Village is a coastal village south of Gorontalo which is known to have a variety of economic, social, and cultural potentials (Sulila, 2018). The Bongo Religious tourism village destination is one the tourism potentials that has beautiful natural nuances (Sunarti & Talib, 2021) with a culture that is thick with Islamic values, As the second best tourist village nationally in 2021 (Gintulangi & Arsana, 2022), the religious tourism village of Bubohu has several resting tourism potentials. Among them are the Natural Islamic Boarding School, the Maa Taduwo building which is a building used to store several topical sources from the Gorontalo Kingdom in the t as well as its traditional and cultural heritage, the Indonesian Wood Fossil Center Museum. Not least, the Golden Walima Mosque From the courtyard of the mosque and beautiful natural scenery.

Starting from the coastal landscape and fishing boats, and shady green trees, to the rows of hills on the shores of Tomini Bay, this is a beautiful collaboration treat. Enjoying Dulanga Beach It is still an area of the Bubohu Religious Tourism village, precisely in the West Hamlet of Bongo Village, besides that you can also enjoy the beauty of Dulanga beach, which is one of the spots. This white sandy beach tends to be still untouched and surrounded by exotic limestone hills, perfect for selfies or sunset hunting.

Participate in Various Interesting Activities In the Bubohu Religious tourism village, you will be treated to many impressive religious activities. Walima Parade A procession carried out in commemoration of the Prophet's Birthday (every 12 Rabiul Awal in the Hijri year). All village youths will wear Muslim clothes to brighten up the atmosphere. They will bring Tolangga or large containers decorated with traditional cakes and other foods to be paraded around the village to the *Attaqwa* Mosque in Bongo village. Prayers and prayers together are carried out in the mosque by the congregation.

Besides that, there are also two annual festival events, in which a series of events held over 3 days will also show local traditional rituals, namely: 1) The celebration of the Prophet's birthday (*dikili/djikir, derivati, di'ba, walima dance parade, tidy oayabu, saronde*

*and dandana, cultural seminar, longo/langga*), 2) *dulanga* beach charm (katintin boat race, swimming competition, a cork rowing competition, best *selvi* competition in the sea, napoleon fish and beach sports activities).

In supporting the Bongo religious tourism village, the local community has developed businesses that are characteristic of Gorontalo, where 208 MSMEs consisting of 13 Homestay business actors, the Columbengi cake business totaling 40 MSMEs, Sukade Cake business totaling 22 MSMEs, Wheel cakes totaling 5 MSMEs. , Dumalo cake business 3 SMEs, Bule (ancestral porridge) 1 UMKM, Apale (ancestral apani) 1 umkm, (lale) ancestral *lalapan* 3 UMKM, Shirts and *kebaya karawo* 2 SMEs, Fan Karawo 2 UMKM, Krawang/Karawo 114 SMEs craftsmen, Miniature walima 1 MSME craftsman, Painting Business from banana stems, (youth) 1 MSME. With the number of MSME actors, the marketing of the products produced has not been socialized to the general public, because the publication of religious tourism villages has not been widely spread, both nationally and internationally (Susanto, Brata, Adhy, & Hermawan, 2022).

Tourism assistance and promotion need to be done to improve community income. Meanwhile, based on the results of interviews with managers of tourism and the local community, the authors can conclude that the promotion of tourism villages in Bubohu has not been managed optimally. So the manager has not set a goal for sustainable activities related to the promotion of the Bubohu tourism village (Gintulangi & Arsana, 2022).

Information about bongo religious tourism that has received national recognition is not yet fully known by all people outside the province of Gorontalo, nationally and internationally. information obtained by tourists both domestically and abroad (Oktaviani & Rustandi, 2018) MSME products to consumers. The methods and techniques used can be emailed, Instagram, Facebook, Tiktok, display advertising, and search engine optimization. Digital marketing makes it easier for MSME actors to provide information and interact directly with consumers (Marpaung, Hafiz, Koto, & Dari, 2021), expand market share, increase awareness and increase sales for SMEs (Febriyantoro & Arisandi, 2018).

## **2. METHODS**

Bubohu Religious Tourism Village is Located in Bongo Village, Kec. Batudaa Beach District. Gorontalo has Three Tourist Destinations. Implementation Stage: The implementation of this Community Service activity is carried out using the lecture, tutorial, and discussion methods. The stages of implementing this service activity are as follows:

Step 1 (Lecture Method), participants are given insight into the importance of online marketing strategies using all available online facilities such as email, Instagram, Facebook, Tiktok, display advertising, and search engine optimization. The first step is held through the lecture method for 1 hour (9:00 to 10:00 pm).

Step 2 (Tutorial Method), training participants are given the material on the use of online marketing. This material is delivered in the form of tutorials accompanied by exercises/practices. The second step is held for 2 hours (10.01-12.00 pm).

Step 3 (Discussion Method), training participants are allowed to discuss issues related to the use of Online Marketing. The third step is held for 1 hour (01.00 -02.00 pm).

Evaluation Stage, the final stage is an evaluation carried out by conducting a result seminar by explaining all programs to MSME participants who attended and testimonials on social media that have been used by the community in publishing their online sales results, as well as distributing questionnaires to MSMEs and POKDARWIS about knowledge and skills improvement. community and the level of community participation in community empowerment of MSME actors and publication of destinations in the Bongo Religious Tourism village.

### **3. FINDINGS AND DISCUSSION**

Implementation of community service in empowering MSME actors and publication of destinations in the Bongo Religious Tourism village with an Online Marketing approach carried out through a workshop on August 1, 2022, at Dulanga Beach, Bongo Village. Training and mentoring are carried out to increase public awareness of the use of social media as online marketing in increasing MSME businesses and publishing bongo religious tourism destinations as well as businesses as souvenirs or the use of local products from the Gorontalo province, one of which is filigree cloth which has begun to be known and used by local communities and those outside Gorontalo. The workshop resource persons were the author, Yulia Puspitasari Gobel, S.E., M.Sc, who is a Lecturer in the Islamic Accounting Department of IAIN Sultan Amai Gorontalo.



Figure 1. Training and Mentoring Activities

This training and assistance aim to improve the skills of MSME actors in marketing the products produced by using social media and the Bongo Religious Tourism Village website as a means to market products and publications of Bongo religious tourism destinations. The training and mentoring program is carried out to foster an attitude of empathy and sympathy from the community and even the local government. After carrying out this community service activity, the benefits obtained by the MSME community and the existence of a religious tourism village are:

### 3.1 *Make it Easier for Smes to Interact with Customers Online*

Digital optimization by SMEs in bongo religious tourism village makes it easier for entrepreneurs so that they no longer need to go to buyers directly (Face to Face) in trading the products they sell, but rather by optimizing their business social media such as Instagram, Facebook, Tiktok, website, and email. so that the range of information, advertisements, and socialization of products produced by local entrepreneurs is wide to international.

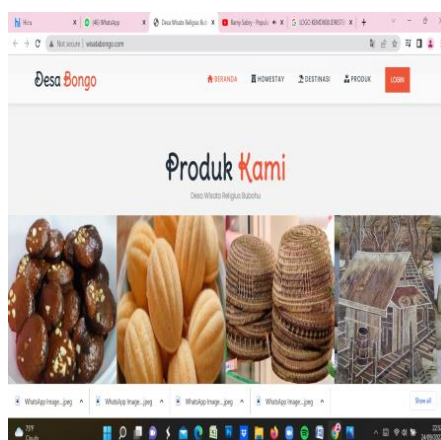


Figure 2. Website Product

### **3.2 *Product Promotion is More Effective and Efficient***

Through social media, MSME business actors such as Instagram, Facebook, Tiktok, websites, and email can be used as media to promote products, so that they can reach potential consumers who are outside the region and are targeted.

### **3.3 *More Saving Promotion Costs***

The promotion of products produced by MSMEs through social media or online marketing further reduces printing costs (Raharja & Natari, 2021), transportation costs for distributing leaflets, and labor costs for promotion. Meanwhile, promotion by utilizing online social media is much cheaper and more efficient and can reach unreachable markets through offline sales



**Figure 3.** UMKM Kolombengi

### **3.4 *Customers are Served Quickly***

Through online marketing, SMEs can also easily respond to questions or consumer complaints in real-time. Which can have a big impact on sales. Customers who are served quickly and responsively will feel satisfied and happy. This allows them to participate in offering products/services to their closest relatives and friends.

### **3.5 *Increase Sales and Profits***

Social media as an online marketing tool plays a role in reaching online consumers widely and allows MSMEs to get new consumers at any time from various regions or even abroad.

### **3.6 *Helping MSMEs to Compete with Competitors***

Through online marketing, MSMEs can compete with other business actors, both small, medium, and even large businesses, depending on the provision of quality

content on websites, blogs, or social media accounts for MSME businesses. So that consumers get information about good and friendly service and other interesting promos.

#### **4. CONCLUSION**

The results of Community Service activities carried out in stages regarding Community Empowerment of MSME Actors in the Bongo Religious Tourism Village with an Online Marketing Approach, it can be concluded that this program can have a positive impact on MSME actors. Various benefits have been obtained, namely: 1] Entrepreneurs of SMEs in the Bongo tourism village have opened up their horizons in increasing business through Online Marketing; 2] Support and support from the village government, and local government in improving MSMEs in Bongo village. The process of implementing the activities was highly appreciated by the participants. This can be seen from the enthusiasm of the community at the training and mentoring stage. Some suggestions are: 1] This Community Service Program needs to be followed up by the village government of Bongo Village by facilitating MSME groups for their business development; 2] the sustainability of this program needs to be supported by the relevant stakeholders.

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