

The Application of Media Convergence for the Promotion and Socialization of Potentials and MSMEs in Hargowilis Village, Kulon Progo

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ABSTRACT

This community service project, titled "The Application of Media Convergence for the Promotion and Socialization of Potential and MSMEs in Hargowilis Village, Kulon Progo, D.I. Yogyakarta," aims to address challenges in digital marketing and the promotion of local tourism and micro, small, and medium enterprises (MSMEs), particularly the Gendhis Jawi coconut sugar business. Conducted over five days, the training involved twenty participants—including MSME managers and village officials—who received guidance in website development, e-commerce marketing, and audiovisual content creation. Facilitated by lecturers and students from Sekolah Tinggi Multi Media "MMTC" Yogyakarta, the program successfully produced a functional website for Gendhis Jawi and a promotional documentary video. Participants were also awarded certificates of competency. These outcomes are expected to enhance the digital visibility of Hargowilis Village, facilitating more effective promotion of its tourism assets and local products. The initiative underscores the vital role of media convergence in advancing rural economic development through digital empowerment and community-driven promotional strategies.

Keywords: media convergence, digital marketing, rural economic development, MSME Promotion, Hargowilis Village

Penerapan Konvergensi Media untuk Promosi dan Sosialisasi Potensi dan UMKM di Desa Hargowilis, Kulon Progo, D.I. Yogyakarta

ABSTRAK

Proyek pengabdian kepada masyarakat berjudul "Penerapan Konvergensi Media untuk Promosi dan Sosialisasi Potensi serta UMKM di Desa Hargowilis, Kulon Progo, D.I. Yogyakarta" bertujuan untuk mengatasi tantangan yang dihadapi desa dalam pemasaran digital dan promosi potensi pariwisata serta UMKM-nya, khususnya usaha gula kelapa Gendhis Jawi. Selama lima hari pelatihan, sebanyak 20 peserta, termasuk pengelola UMKM lokal dan perangkat desa, mendapatkan bimbingan dalam pengembangan situs web, pemasaran e-commerce, dan pembuatan konten audiovisual. Pelatihan ini dipandu oleh dosen dan mahasiswa dari Sekolah Tinggi Multi Media "MMTC" Yogyakarta dan menghasilkan sebuah situs web fungsional untuk Gendhis Jawi serta sebuah video dokumenter promosi. Selain itu, program ini juga memberikan sertifikat kompetensi kepada para peserta sebagai pengakuan atas keterampilan yang diperoleh. Hasil dari program ini diharapkan dapat meningkatkan kehadiran digital Desa Hargowilis, sehingga promosi potensi pariwisata dan produk UMKM desa dapat dilakukan secara lebih efektif. Proyek ini menegaskan peran penting konvergensi media dalam mendukung pengembangan ekonomi pedesaan melalui penerapan teknologi digital modern dan pemberdayaan masyarakat lokal dalam mengelola strategi promosi mereka secara mandiri.

Kata kunci: digital marketing, promosi UMKM, Desa Hargowilis

1. INTRODUCTION

Hargowilis Village, located in Kulon Progo Regency, Yogyakarta, is a rural area with captivating natural beauty and significant potentials. Nestled in a highland region, the village benefits from its proximity to attractions such as Sermo Reservoir, making it an ideal candidate for development as a tourism village. However, despite its inherent

advantages, many of the village's tourist attractions have not flourished as expected. This underperformance is primarily attributed to the villagers' lack of human resource competence and the absence of effective promotional strategies (Liana et al., 2022).

Hargowilis Village spans an area of approximately 1,547.84 hectares, with a population of 6,622 residents as of 2019. The

primary occupation of the villagers is farming, although a significant portion of the population also works as domestic migrant laborers. The village boasts a variety of potentials, both in terms of natural resources and human capital, that can be further developed. Among its natural resources is Sermo Reservoir, which has become a key source of livelihood through tourism. However, despite its promise, tourism development in Hargowilis has not yet embraced the broader opportunities of cultural, artistic, and culinary exhibitions that could further enrich the local tourism experience (Herindrasti et al., 2022; Program et al., 2015).

Located in a mountainous area, the village's accessibility is crucial, with road infrastructure playing a significant role in its development. Unfortunately, certain sections of the roads leading to key tourist destinations, such as Sermo, are in poor condition, hindering access and limiting tourist influx. Additionally, Hargowilis faces challenges related to waste management and clean water quality, further complicating its efforts to position itself as a tourism and cultural hub (Tyas & Damayanti, 2018).

In addition to its tourism potential, Hargowilis Village is home to a unique local Micro, Small, and Medium Enterprise (MSME) product—coconut sugar. This product is a distinctive hallmark of the area, offering another promising avenue for economic development. However, like its tourism sector, the marketing efforts for coconut sugar and other MSME products have been hindered by similar issues: limited human resource capabilities and inadequate promotional outreach.

Recognizing the critical role of media convergence in facilitating the promotion and development of rural areas, the Studio Production Management Study Program (Matekstosi) at Sekolah Tinggi Multi Media "MMTC" Yogyakarta initiated a community service project titled "The Application of Media Convergence for the Promotion and Socialization of Potential and MSMEs in Hargowilis Village, Kulon Progo, D.I. Yogyakarta." This project aims to leverage

digital technology, specifically through a five-day training program focused on website development, e-commerce, and audiovisual content creation. The training, conducted by five lecturers and three students, engaged 20 participants consisting of MSME managers and village officials.

The anticipated outcomes of this program include enhanced community skills and knowledge in promoting the village's tourism and MSME products, establishing a website for the village and its MSMEs, and producing a video profile showcasing the village's tourism potential. By equipping the villagers with digital tools and skills, the program seeks to harness the power of media convergence to amplify the promotion of Hargowilis Village, thereby advancing its tourism sector and local businesses.

2. METHOD

The implementation of this community service project applied a structured and participatory approach designed to enhance the digital capabilities of the local community. The project began with a comprehensive need assessment, where a preliminary survey was conducted to evaluate the current skills and challenges faced by the villagers, particularly those involved in managing tourism and MSME products. This survey identified critical gaps in digital literacy, promotional strategies, and infrastructure, which were then used to emphasize the content and focus of the training program (Sunarsa et al., 2022; Wahyudin et al., 2022).

The training was conducted five days and was designed to address three key areas. The first area focused on website development, where participants were taught the basics of website design, content management, and maintenance. The goal was to equip participants with the skills necessary to create and manage a website that could be a promotional tool for the village's tourism attractions and MSME products. The second area centered on e-commerce and social media integration. Participants were trained to create and manage accounts on platforms such as Instagram and Facebook, learn how to effectively market their products, create

engaging content, and interact with potential customers. The third area emphasized audiovisual content creation, where participants gained hands-on experience in shooting, editing, and producing promotional videos and photos highlighting the unique aspects of Hargowilis Village and products (Marwiyati et al., 2024; Sunarsa et al., 2024; Wahyudin et al., 2021).

The training sessions were facilitated by five lecturers and three students from the Studio Production Management Study Program at Sekolah Tinggi Multi Media "MMTC" Yogyakarta. Twenty participants, including local MSME managers and village officials, participated in these interactive and practical sessions. Throughout the training, participants worked together to develop a functional website for Hargowilis Village, featuring its tourism destinations, MSME products, and local events. In addition, promotional videos and photos were produced, providing valuable real-world experience in audiovisual production.

Following the training, a monitoring and evaluation stage was implemented. The project team conducted follow-up sessions to assess the participants' progress and the effectiveness of the newly created website, social media platforms, and audiovisual content. Regular feedback was gathered from participants to identify areas for further support and improvement (Marwiyati et al., 2024; Wahyudin et al., 2022).

The primary outputs of the project included a fully operational website, actively managed social media accounts, and high-quality audiovisual content, including promotional videos and a profile video of the village. These outputs were expected to increase the visibility of Hargowilis Village and its MSME products, attract more tourists, and provide improved market access for local businesses.

3. RESULTS AND DISCUSSION

3.1. Result

This project was successfully implemented over five days. The activities proceeded according to plan, with participants showing significant engagement and progress in acquiring digital skills for promoting the village's tourism and MSME products. The results of each day's activities are as follows:

3.1.1. First day activity

On the first day, the program began with an opening ceremony officiated by the Head of Hargowilis Village and the Head of the Studio Production Management Study Program (Matekstosi) of Sekolah Tinggi Multi Media "MMTC" Yogyakarta. Following the ceremony, MSME managers and village officials were introduced to the basics of website development, including an overview of websites and their functionalities. The training also covered e-commerce digital marketing through websites, providing participants with a foundational understanding of how websites can be utilized to promote local tourism and MSME products.



Fig. 1 Digital marketing training
(Source: Production Studio Engineering Management Study Program)

3.1.2. Second day activity

On the second day, MSME managers and village officials focused on gathering materials for the content to be featured on the village's tourism website and the Gendhis Jawi MSME website. This involved capturing photographs and interviewing local MSME owners to collect stories and information about their businesses. Participants were guided by lecturers and supported by students during this process, ensuring they gained practical experience gathering content for digital platforms.



Fig. 2 Shooting for Website Material
(Source: Production Studio Engineering Management Study Program)

3.1.3. Third day activity

On the third day the authors were focused on the production of audiovisual content for both the village's tourism promotion and the Gendhis Jawi MSME. MSME managers and village officials were filming and photographing the village's attractions and the MSME products. With the assistance of the lecturers and students, they learned how to shoot videos and capture images that effectively highlight the village's potential and MSME offerings.



Fig. 3 The Process of Taking a Documentary Video of Coconut Sugar
(Source: Production Studio Engineering Management Study Program)

3.1.4. Fourth day activity

On the fourth day, MSME managers and village officials also began editing the audiovisual content they had produced. This involved learning basic editing techniques, compiling footage, and refining the promotional materials. In parallel, the participants worked on designing and finalizing the village's tourism website and the Gendhis Jawi MSME website, incorporating the content they had created.



Fig. 4 Website and Video Editing Practice Process

(Source: Production Studio Engineering Management Study Program)

3.1.5. Fifth day activity

The fifth day concluded the program by evaluating the MSME managers and village officials progress and the quality of the websites and audiovisual materials produced. Feedback was provided to the participants to help them improve their digital marketing and content creation skills. The Head of Hargowilis Village conducted the closing ceremony, during which certificates were awarded to the participants, officially marking the completion of the community service program.



Fig. 5 Closing Ceremony of the Community Service Program

(Source: Production Studio Engineering Management Study Program)

3.2. The Output

This community service project yielded several key outputs that are expected to significantly enhance the promotional efforts and digital presence of the village and its local businesses. These outputs are as follows:

3.2.1. Gendhis Jawi MSME Website

A fully functional website dedicated to the promotion of Gendhis Jawi, a local MSME specializing in coconut sugar products, was developed during the program. This website serves as a platform for the MSME to showcase its products, share the story behind the business, and provide information to potential customers. The website has been formally transferred to the management of the Gendhis Jawi MSME, empowering them to develop and maintain it further as a key promotional tool in the future. website link as follows <https://gendhisjawi.com/>.

3.2.2. Documentary Video of Gendhis Jawi MSME Profile

A documentary video was produced to

highlight the profile of Gendhis Jawi and its flagship product, coconut sugar. The video offers an in-depth look at the production process, the local craftsmanship, and the significance of coconut sugar to the community. This audiovisual content will be used for promotional purposes on digital platforms, helping raise awareness of the Gendhis Jawi brand and attract wider consumer interest. The video can be watched at the link <https://youtu.be/JWe23B7LUA>.

3.2.3. Certificates of Competency for PKM Participants

Upon completion of the training program, participants were awarded certificates of competency. These certificates recognise their participation and newly acquired skills in website development, audiovisual content production, and digital marketing. The certification serves as a formal acknowledgement of their efforts and enhances their qualifications in the fields of digital media and MSME promotion.

4. CONCLUSION

This program successfully demonstrated the vital role that digital media can play in enhancing the visibility and marketability of local tourism and MSME products. Through the application of media convergence, specifically the creation of a dedicated website and audiovisual content, the village of Hargowilis and its MSME, Gendhis Jawi, now possess the tools necessary to reach a broader audience and effectively promote their unique offerings.

The training program equipped participants with valuable skills in website development, content creation, and digital marketing. These new competencies enable local stakeholders to take ownership of their promotional strategies, ensuring the sustainability of their digital presence. The production of a promotional website and a documentary video has provided the village and its businesses with crucial assets to attract tourists and expand market opportunities for their products.

Overall, the project empowered the

participants and contributed to the long-term development of Hargowilis Village by facilitating the use of modern technology for local economic growth. The outputs of this initiative, including the website, documentary video, and competency certificates, reflect the success of this media convergence approach in supporting the village's promotional efforts.

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