Assistance In Packaging And Marketing Of Sidan Tourism Village Products, Gianyar Regency

I Ketut Darma, Mirsa Umiyati

Correspondence email; tutdarma@gmail.com
Universitas Warmadewa, Denpasar - Bali, Indonesia

Abstract. The community service programme conducted by Warmadewa University and other university colleagues in collaboration with Sidan Village to aid in the packaging and marketing of Sidan Tourism Village products in Gianyar Regency is anticipated to assist in resolving the issues faced by partners. This programme is intended to enhance local economic development through efforts to improve packaging quality and marketing techniques. This programme includes numerous activities, including training, consultation, and collaboration with relevant stakeholders. Training on good packaging and effective marketing strategies, consultation to analyse problems and provide solutions, and collaboration in developing promotional campaigns and infrastructure enhancements are among the activities conducted. Observation, interviews, and documentation of programme activities were used to collect dataThis community service programme is anticipated to contribute significantly to the economic growth of Sidan Tourism Village. Consultation with stakeholders aided in the identification of problems and the development of localised solutions. Collaboration in promotional campaigns raises the visibility of Sidan Tourism Village's merchandise and attracts visitors. Moreover, infrastructure enhancements, such as the arrangement of tourist areas and supporting facilities, enhance the tourist experience. Through training, consultation, and collaboration with stakeholders, the packaging quality of Desa Wisata Sidan's products is anticipated to improve, along with the marketing strategy and infrastructure. This will help Sidan Village increase product competitiveness, expand market share, and contribute positively to local economic development in the future. This programme illustrates the significance of mentoring and active participation in local tourism product development for long-term success.

Keywords: economic development; infrastructure development; marketing

Introduction

The Sidan Tourism Village, located in the Gianyar Regency, is a notable tourism destination with the capacity to enhance the local economy by means of tourism product development. Nevertheless, the pursuit of increased market share and enhanced product competitiveness has been impeded by challenges related to the packaging and marketing of Sidan Tourism Village products. The packaging and marketing of products in Sidan Tourism Village are confronted with several challenges, namely fierce market competition, inadequate infrastructure, insufficient market comprehension, and the need for enhancements in package quality and design. Sidan Tourism Village possesses numerous potential tourism assets that, if effectively developed and promoted via an appropriate marketing plan, have the capacity to allure both domestic and international tourists. The

aforementioned phenomenon may thereafter exert influence on the economic expansion of the community and the attainment of communal well-being. Nevertheless, the plethora of tourism attractions present in the vicinity of Sidan Tourism Village gives rise to a heightened level of rivalry.

Due to intense market competition, Sidan Tourism Village products have not been able to compete with comparable products from other tourism destinations in the Gianyar Regency area or from other regions, particularly in terms of the quality and design of tourist product packaging.Due to a lack of tourism support infrastructure, a number of Sidan Village's tourist destinations have been unable to be packaged effectively. The intense market competition poses challenges for Sidan Tourism Village in effectively competing with comparable offerings from alternative tourism locations. The inadequate infrastructure that supports tourism in Sidan Village results in insufficient packaging of many tourism locations. Furthermore, an inadequate comprehension of the market impedes endeavours to fulfil consumer preferences and requirements, but suboptimal packaging quality and design also influence the appeal of the product [1]. The provision of support in the packaging and marketing of products from Sidan Tourism Village holds significant significance for the advancement of local economic development. Enhancing the quality and design of packaging for Sidan Tourism Village items has the potential to effectively allure a larger number of tourists and bolster their competitive edge.

To foster the growth of the local economy, it is imperative for Sidan Tourism Village to tackle these challenges by implementing a comprehensive approach including many techniques, including the formulation of marketing tactics, enhancement of infrastructure, conducting thorough market analysis, and provision of skills training. Through this action, Sidan Tourism Village has the potential to enhance its competitive advantage within the tourism sector and play a substantial role in fostering local economic growth. Gaining insight into market dynamics and engaging businesses in the packaging and marketing procedures can facilitate the attainment of customer satisfaction and the identification of novel business prospects. Furthermore, the enhancement of tourism infrastructure would offer enhanced assistance for the advancement of tourism products in Sidan Village.

Method

Qualitative research method is a research approach used to understand and explain phenomena or problems through an in-depth understanding of the meanings, interpretations, perceptions, and experiences of individuals or groups [2]. This method focuses on collecting data that is descriptive, narrative, and non-numerical, with the aim of exploring a deep understanding of the context, social interactions, and processes that occur in a situation or environment [3]. In qualitative research methods, researchers seek to engage directly with research subjects, understand their perspectives, and explore complex and multifactorial variables. Data is collected through techniques such as in-depth interviews, FGD, and field research. The data analysis process in qualitative methods is carried out inductively, where data is categorized, interpreted, and analyzed to identify patterns, themes, and relationships that emerge from the data [4]. Data analysis in qualitative methods is often subjective and depends on the researcher's interpretation, with the aim of producing a more comprehensive and contextual understanding of the phenomenon under study.

The findings from the focus group discussions (FGDs) highlight numerous crucial aspects that must be considered in the development of Sidan Tourism Village, particularly in relation to the

formulation of effective packaging and marketing strategies for the village. One aspect that requires attention is the imperative to comprehensively identify and document the entirety of the tourism resources and opportunities present inside Sidan Tourism Village. This is necessary in order to serve as a scholarly resource for the effective management of a tourism village in the context of sustainable development. The pressing issue in Sidan Tourism Village is the insufficient comprehension of the local community, including both human resources and managerial personnel, regarding the potential of tourism. To address this, there is a critical need for training, socialisation, and education initiatives. These efforts aim to enhance the community's understanding and capabilities as managers in developing and executing effective marketing strategies [5]. The lack of competent human resource management in Sidan Tourism Village may impede the realisation of its full potential for development.

The contemporary proliferation of technological advancements necessitates the integration of those advancements across all societal strata, with particular emphasis on leveraging social media as a platform for marketing purposes. The second significant outcome of the Focus Group Discussion (FGD) process is the lack of promotional content on social media platforms to showcase Sidan Tourism Village. The presence of promotional material, including as photographs and films, offers the manager of Sidan Tourism Village the opportunity to effectively promote the tourism village through various channels, including online and offline platforms. The primary finding derived from the Focus Group Discussion (FGD) pertains to the establishment of social well-being within the neighbouring community by means of enhancing economic conditions. The prospective development of Sidan Tourism Village can facilitate the achievement of this objective. The potential for economic growth in the local community can be realised through the strategic development and promotion of Sidan Tourism Village products, leading to a rise in tourist visits.



Figure 1. Focus group discussion activities

Source : Private Analysis, 2023

Result and Discussion

Sidan Village, situated within the Gianyar Sub-district of the Gianyar Regency, spans an expansive area of 219 hectares. This village is bordered by two rivers, namely the Sangsang River/Tukad to the west and the Melangit River/Tukad to the east. Sidan Village exhibits a tropical climate characterised by a lower temperature limit of 25º Celsius and an upper limit of 30º Celsius.

Additionally, the average air humidity in this region is recorded at 10.68 mm. The precipitation during the dry season has the lowest value, measuring 1,136 mm, while the rainy season showcases the most precipitation, reaching 2,136 mm. Sidan Village is situated at an elevation of 150 metres above the mean sea level. The geography of Sidan Village has predominantly flat characteristics, with a significant portion of the area being utilised for agricultural purposes. The agricultural industry, particularly wetland agriculture, continues to serve as the fundamental basis of the Sidan Village community. The agricultural practises employed in Sidan Village consist of the kertamasa system and crop rotation, specifically rice-palawija or palawija-padi, which serve to disrupt the disease cycle that affects rice crops. Dryland farming is classified within the plantation and horticulture sub-sector, typically situated on moorland and residential premises. This type of farming predominantly yields crops such as bananas, coconuts, coffee, cloves, cocoa, oranges, avocados, and various other produce.

As development on Kissidan Echo Hills on the Sidan Highway to Kintamani started, signs of an increase in tourists visiting Sidan Village started to appear. Tourists exhibit a daily influx rate, estimated to range between 15 and 20 individuals. The rationale behind the influx of tourists to Kissidan Echo Hills stems from its function as a convenient layover destination for travellers seeking to see Kintamani Bangli. According to information gathered from resource persons during interviews, visitors arriving at Sidan hamlet were instigated by those travelling to Kintamani, as Sidan Village served as a transit hamlet for travellers heading to Kintamani. It has been seen that certain individuals among these tourists have made the decision to seek a location for repose or settlement within Sidan Village, specifically at Kissidan Echo Hills.

Conversely, the upward trend in tourist arrivals to this region has concurrently fostered the motivation of local village authorities to enhance the village's appeal as a tourist destination. This endeavour is exemplified by the issuance of Decree No. 19 of 2020 by the village head of Sidan, which pertains to the establishment of the Tourism Awareness Group of Sidan Village (POKDARWIS) in Gianyar District, Gianyar Regency. In future progressions, it is the aspiration of the village community that Sidan Village will acquire recognition beyond its current status as a transient destination for tourists. The number of tourist visitors to Sidan Village has exhibited a steady growth over time, owing to a series of incremental promotional efforts and concurrent enhancements across multiple domains. Nevertheless, during the period of 2020-2021, there was a significant decline in tourist arrivals as a result of the global COVID-19 pandemic, leading to stringent restrictions on both domestic and international travel. Following the cessation of the pandemic, Sidan Village observed a gradual upsurge in tourist visitation.

Table 1. Number of Tourist Visits in Sidan Village

Years Visit	Domestic Tourist	International Tourist	Sum
2017	480	577	1057
2018	552	642	1194
2019	637	709	1346
2020	272	16	288
2021	238	13	251
2022	267	10	277
2023	280	15	295

Source : Sidan Village Goverment, 2023

The Sidan Highway region is renowned for its assortment of tourist attractions. The journey commences at Kissidan Echo Hills, serving as the gateway to the tourist region that embodies the principles of ecotourism. This location subsequently evolves into a central hub for visitors, facilitating their congregation and exploration. Adjacent to Kissidan Echo Hills, is Pura Dalem Sidan, showcasing a distinctive architectural design that is reminiscent of ancient times. Located behind Pura Dalem Sidan is Pura Bukit Camplung, which houses an old inscription of undetermined meaning that continues to perplex the local community to this day. Located to the north of the Sidan highway, Puri Sidan is characterised by a multitude of local traditions activities and an abundance of historical heritage buildings. Residential areas can be found in the western region of Puri Sidan, specifically along Jalan Dewi Saraswati. Within this locality, a notable occupation pursued by certain locals is that of iron pande, which refers to skilled craftsmen specialising in the traditional Balinese weaponry. Visitors have the opportunity to observe and acquire knowledge about the complete iron craftsmanship production process, starting from its inception. Additionally, there are souvenir shops where one may purchase items crafted by iron artisans.

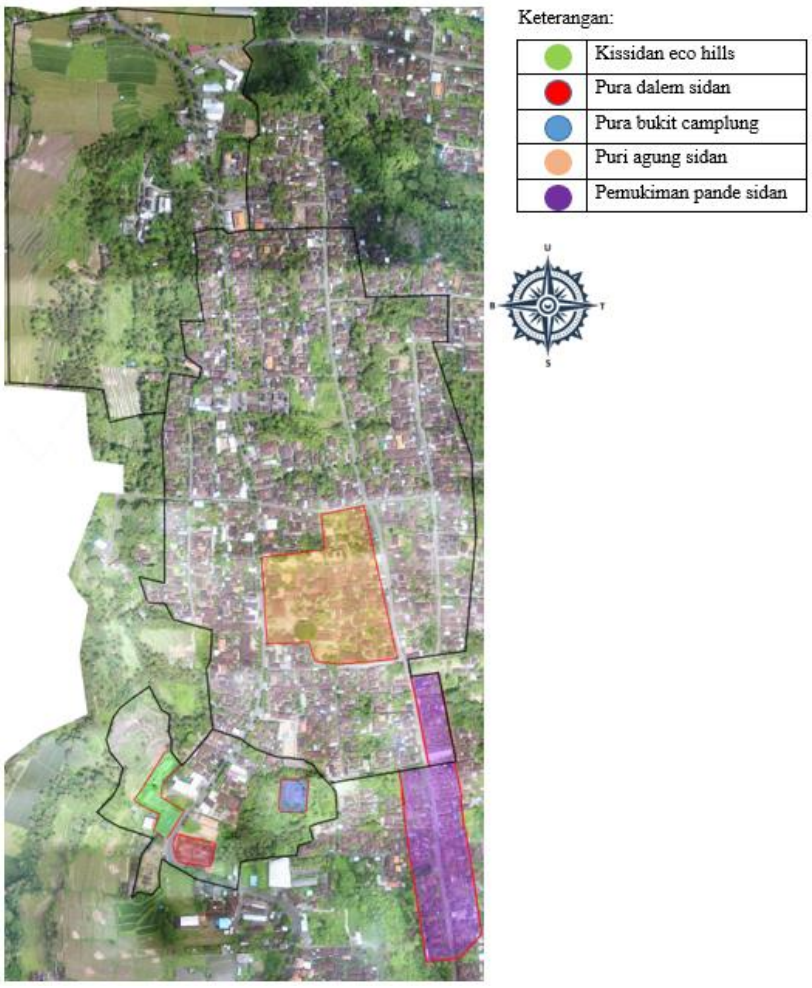


Figure 2. Map of Tourist Destination in Sidan

Source : Private Analysis, 2023

The initial concept of Kissidan Echo Hills is around the development of a residential community that prioritises sustainability and environmental conservation. The primary concept of Kissidan Echo Hills entails the establishment of a tourist destination that caters to recreational activities for tourists, with a specific focus on promoting ecotourism. The Kissidan Eco Hills plan entails the establishment of a restaurant that offers travellers the opportunity to have a brief respite while admiring the picturesque terraced rice fields. Kissidan Echo Hills also depends on the utilisation of local labour, including individuals engaged in agricultural activities and those employed in the restaurant industry. Farmers are engaging in the cultivation of organic crops, while also providing educational attractions that focus on seed processing and planting techniques. The challenges associated with executing the concept at Kissidan Echo Hills include a deficiency in promotional efforts, inadequate event diversity, insufficient supporting infrastructure, and a lack of funds to facilitate further development.

Pura Dalem Sidan - Preliminary Concept. Pura Dalem Sidan holds significant religious importance among the sidan community, serving as a sacred site for the observance of prayers and various ritual processions. These activities are conducted to venerate Lord Shiva, one of the revered deities within the Hindu Tri Murti pantheon. The implementation of Pura Dalem Sidan attracts a significant number of tourists due to its unique and old Balinese traditional architectural design that has withstood the test of time. The presence of Gelung Kori and the inclusion of traditional embellishments in this temple have attracted a significant number of tourists who are interested in observing the ancient architectural design. stumbling blocks to concept implementation. When visiting Pura Dalem Sidan, there is no agreement with the village authorities, and there are no performances at the tourist attraction.

The initial concept of Bukit Camplung Temple revolves around its design and purpose. The Camplung Hill Temple, situated in the Sidan Village region, is a Sad Kahyangan Temple that also functions as a Masceti Temple. Pura Bukit Camplung is constructed in a grandiose manner and is situated atop a precipice adorned with enigmatic old inscriptions, the interpretations of which remain elusive to this day. According to local beliefs, Pura Bukit Camplung is regarded as a sacred site where deities are believed to grant the renowned Gambelan Angklung Sidan to nations beyond its borders. There is a lack of consensus among the village leaders on the management of Pura Dalem Sidan, resulting in the absence of any performance-based attractions at this particular tourist destination.

Puri Sidan is situated inside the administrative region of Sidan Village, along the Sidan highway. The approximate land size of Puri Sidan is 1.5 hectares. Sidan Castle is inhabited by an estimated population of around 80 families. The original conception of Puri Sidan primarily revolved around its function as a residential dwelling or a dwelling place.The enormous expanse of Puri Sidan necessitates a reorganisation of its future development strategy, which entails transforming it into a homestay facility catering to tourists. The architectural architecture of antiquity has transformed into a distinctive historical excursion, with numerous historical artefacts still being discovered in Puri Sidan. Puri Sidan is frequently utilised as a location for prewedding photography. The architectural design of the building is of particular significance for academic study, since it represents a unique old architecture that is exclusively seen in Sidan Castle. The development of attractions and tourist accommodation within the castle lacks approval or cooperation from its tenants.

The Pande Sidan Settlement, also known as the Pande Sidan Village, is a proposed residential development project. This project aims to create a sustainable and inclusive community that addresses

the housing needs of the local population. The initial design of the settlement involves the construction of residential units, community facilities, and infrastructure to support the daily The Pande Sidan settlement is situated east of the Sidan Castle, namely along the Dewi Saraswati Road. The community residing in Jalan Dewi Saraswati has engaged in the iron pande vocation for several generations. The manufactured goods include of various household tools, including knives, blakas (big knives), mutiks (little Balinese knives), as well as agricultural implements such as hoes and sickles. Furthermore, the production capabilities extend to the creation of krises. The realisation of the pande sidan village concept holds the potential to serve as a notable tourist attraction. Visitors have the opportunity to observe the entire production process, starting from its first stages until the final product is ready for use. Additionally, a dedicated shop is available, offering iron pande products that can be purchased as souvenirs.The absence of marketing and promotional efforts, as well as the insufficient provision of training for inhabitants to effectively engage with tourists seeking information on the iron pande process, are notable issues.

Conclusion

Based on the aforementioned activities and their corresponding descriptions, the following conclusions can be drawn: The ongoing process involves providing training and education to the community with the aim of enhancing the tourism potential of Sidan Tourism Village. This is achieved via the implementation of strategies such as packaging and marketing of the products offered by Sidan Tourism Village. The enhancement of the tourism potential of Sidan Tourism Village would be implemented via digital-based Sustainable Development Goals (SDGs) by leveraging social media platforms.

Reference

[1] B. P. W. Nirmala and A. A. I. I. Paramitha, "Digitalisasi Desa dan Potensi Wisata Di Desa Kerta, Kabupaten Gianyar Menuju Pariwisata 4.0," *J. Karya Abdi Masy.*, vol. 4, no. 3, pp. 350–355, 2020, doi: 10.22437/jkam.v4i2.11273.

[2] N. A. Vga and Dkk, "Partisipasi Masyarakat Dalam Pengembangan Desa Wisata Serta Dampaknya Terhadap Perekonomian Warga Di Desa Tulungrejo Kota Batu," *J. Adm. Bisnis*, vol. 61. No. 3, no. 3, pp. 48–56, 2018.

[3] R. Syarifah and A. Rochani, "Studi Literatur: Pengembangan Desa Wisata Melalui Community Based Tourism Untuk Kesejahteraan Masyarakat," *J. Kaji. Ruang*, vol. 1, no. 1, p. 109, 2022, doi: 10.30659/jkr.v1i1.19983.

[4] Y. ADHARANI, Y. S. Zamil, N. Astriani, and S. S. Afifah, "Penerapan Konsep Ekowisata Di Kecamatan Cihurip Kabupaten Garut Dalam Rangka Perlindungan Dan Pengelolaan Lingkungan," *Pros. Penelit. dan Pengabdi. Kpd. Masy.*, vol. 7, no. 1, p. 179, 2020, doi: 10.24198/jppm.v7i1.25235.

[5] T. Risandewi, "Analisis Infrastruktur Pariwisata dalam Mendukung Pengembangan Desa Wisata Candirejo Kabupaten Magelang," *J. Litbang Provinsi Jawa Teng.*, vol. 15, no. 1, pp. 103–118, 2017.