



Strengthening students' ability to create content in tourism brand communication


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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2022-06-14 Revised: 2023-09-14 Accepted: 2023-09-16 Published: 2023-10-22</p> <p>Keywords Branding Communication Content creation Tourism</p>	<p>Vocational high school of 60 Duri Kepa Jakarta has an advantage in developing tourism learning. This is essential in realizing national development priorities, namely tourism. Students' abilities are supported by technological developments and various social media applications to communicate tourism branding in the city of Jakarta. A number of tourist destinations in Jakarta are popular and some are not popular, this issue has sparked student communication creativity in communicating the branding of tourist destinations. Community service programs in partnership with neighboring countries provide new enthusiasm in digital content literacy and environmental communication. Training on communicating tourism destination branding requires out of the box ideas, so that people or travelers can accept the meaning of branding communicated by students about the situation of the destinations they visit. This training results in changes in students' ability to communicate branding of tourist destinations in the city of Jakarta which is based on sustainable tourism communication.</p>
<p>Kata Kunci Branding Komunikasi Pembuatan konten Pariwisata</p>	<p>Penguatan kemampuan siswa dalam membuat konten komunikasi branding pariwisata. Sekolah Menengah Kejuruan 60 Duri Kepa Jakarta memiliki keunggulan dalam mengembangkan pembelajaran pariwisata. Hal ini sangat esensial dalam mewujudkan prioritas pembangunan nasional yakni pariwisata. Kemampuan siswa didukung dengan perkembangan teknologi dan aplikasi media sosial yang beragam untuk mengkomunikasikan branding pariwisata di kota Jakarta. Sejumlah destinasi wisata di Jakarta ada yang populer dan ada yang tidak populer, persoalan ini menjadi pemantik kreatifitas komunikasi siswa dalam mengkomunikasikan branding destinasi wisata. Program pengabdian masyarakat yang bermitra dengan negara tentangga memberikan semangat bari dalam literasi konten digital dan komunikasi lingkungan. Pelatihan mengkomunikasikan branding destinasi pariwisata membutuhkan ide out of the box, agar masyarakat atau traveler dapat menerima makna branding yang dikomunikasikan siswa tentang situasi destinasi yang dikunjungi. Pelatihan ini menghasilkan perubahan kemampuan siswa dalam mengkomunikasikan branding destinasi wisata kota Jakarta yang be basis pada komunikasi pariwisata berkelanjutan.</p> <p style="text-align: right;">Copyright © 2023, Gusfa et al This is an open access article under the CC-BY-SA</p> 

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INTRODUCTION

The Indonesian government in anticipating rapid economic and social changes, one of which is by making tourism education one of the pillars of the economy. To achieve the curriculum reorientation of Education Sustainability Development, all subjects are recommended to connect to SDGs through unique characteristics. Considering the priorities of the students and the public, this research appeals to strengthening ESD through formal, informal, and nonformal channels under the influence from the global development and different linguistic regions' media promotion (Yuan, et al., 2021) talking about branding issues explores tourist destinations (Yuristiadhi, 2017) by highlighting the

concept of tourism owned by certain regions, besides that branding communication is a strategy to communicate the city (Kamil, 2017). The purpose of the strategy is to create a perceptual whole about the image, taste and calm impression of the city of travelers, and requires millennial creativity. Digital businesses developed with social media applications such as Instagram, TikTok, Facebook are changing the world (Marta, 2018), the creation of formation of interdisciplinary teams of education and digital competencies for research and teaching (Garcia-Hernandez, et al., 2022).

The potential for new business development in hospitality industry can increase due to the opportunity to digitize business branches and change businesses from offline to online (Musnaini et al., 2020). The positive impact of digitalization on entrepreneurship also occurs in various forms, namely, promoting innovation, creating job opportunities, and increasing productivity both socially and economically so that it becomes a priority for governments in various countries. However, the digital potential of millennial businesses certainly needs to be developed by various parties. The parties that play a significant role are the government, university, and industry. These three parties are the most conducive organizations, destination management organization (DMO) can counter co-destruction using storytelling to influence perceptions and set agendas for user conversations that stimulate brand co-creation (Lund & Scarles, 2019).

Another advantage of a young age is being close to sustainability and social media (Lin & Zhou, 2022) though technological developments are increasingly rapid today, making businessman get convenience in terms of internet access as a medium for marketing, promotion, or doing business and the scope of tourism need changes with online branding strategies (Scorrano, Fait, Maizza, Vrontis, 2019). Utilizing online companies in metaverse tourism is increasingly being done, such as opening an online shop, selling SEO (search engine optimization) and SEM (search engine marketing) services, freelance writing, and many more. At a relatively young age, of course, he can understand the market's tastes at his age. Millennials know young people's tastes well, understand what is trending, or will become a trendsetter. So, there is no need to wait old enough to build a new business in tourism sector, if there is participation from the millennials, the destination branding will be strong (Cheung, Pires, Rosenberger, Leung, Sharipudin, 2021).

The digital and branding communication trend is growing due to the COVID-19 pandemic and is one of the tourism and hospitality business opportunities that must be exploited. In case of Indonesia, building e-commerce business that can compete and survive and be profitable can be done using social media marketing to strengthening of the brand image (Rimadias, et al., 2021). The strategy to start building a digital business and the right, accurate and efficient marketing process significantly help make branding destination and another tourism product and producers should make a brand strategy in this challenging time through empathy, authenticity, and credibility approaches to local products (Putritamara, et al., 2022).

Based on the explanation above, there is an excellent opportunity to make branding communication for student in tourism and hospitality scope for the younger generation to take advantage of the opportunities described above. In that context, we created a community service activity with the title "Workshop strengthening the student ability to improve destination branding communication Tourism?"

METHOD

The methods that have been used in this training are participatory experiment and action simulation. The way to get data is by collecting questionnaires before training and after training, literature study, observation and use instrument as questionnaires. There was simulation action as empowerment project implements with the community capital that is the school as well as measures and monitors the associated impact in the school, which is aligned with the sustainable development goals (SDGs) and is of significant practical importance to improve the sustainability process in tourism development (Hatipoglu, et al., 2022).

The uniqueness of communication as a work of art and its design cannot be equated with theoretical concepts in other research sites. This training has started as a well-being-based learning process that has international insights and has the value of digital innovation. The implementation steps are as follows 1) exposure to material on environmental communication and branding of tourism destinations that has been strengthened by Malaysian speakers is practiced. 2) create content simulations that have environmental care values, cultural values and norms, and the value of the natural beauty of Jakarta destinations, especially West Jakarta. 3) Evaluation of creating this content was initiated to strengthen the communication skills of social media-based student tourism product branding. The following is the flow of the joint community service method of two countries carried out by three institutions. Overall, the details of the problems, solutions, and outputs of this community service program are as follows

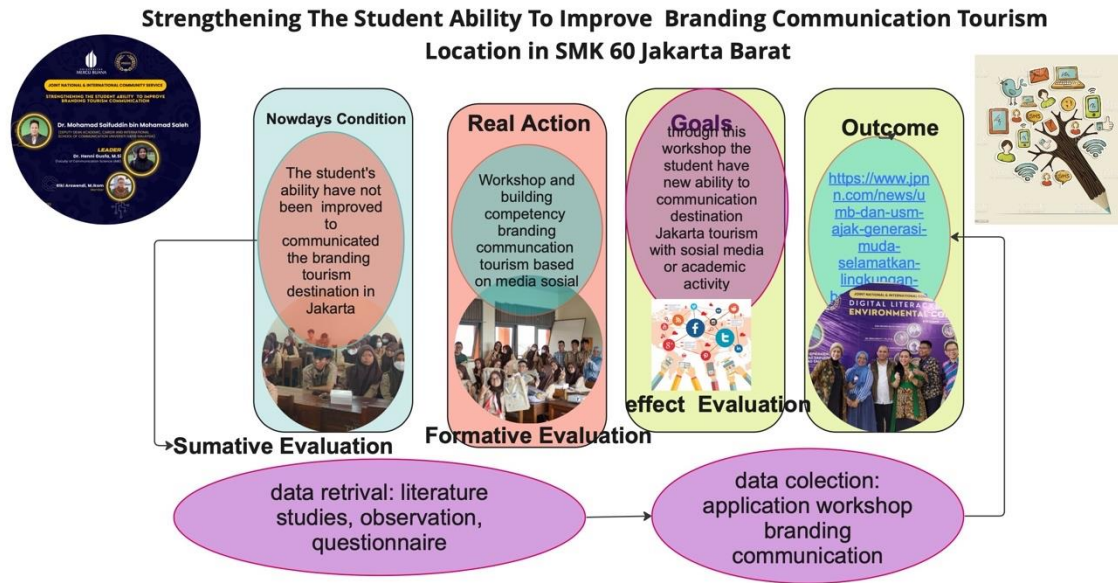


Figure 1. Mapping Activity Joint of Community service with Universty of Sains Malaysia

The problem of the inability of SMK N 60 students is to create content that is capable of branding tourist destinations in West Jakarta. So the simulation of creating content on social media is directed at story telling about history, leaning as an art based on Betawi culture, making videos about nature, culinary and increasing knowledge about how to respond to comments on social media. The implication is a change in the ability to communicate branding of Jakarta's tourist destinations. such as story telling about the textile museum, national museum, old town Jakarta which has historical value, culture and ethnic identity. Therefore, schools have an important role in developing sustainable tourism and sustainable branding communications trough different ways of curriculum development, training and capacity building (Habimana, et al., 2023)

Empowering the experience of lecturers and students of the communication science master programme of the faculty of communication science through technical practice training in communicating the branding of Jakarta tourist destinations configured with the experience of Malaysian lecturers on sustainability communication into solutions that have the value of working together to build student character as future leaders who meet the elements of energy, spirituality, multitalent and innovative. Starting point from lecturer, teacher perception to influence well providing equality in access, control, participation, and benefits for male and female students in a balanced way (Wijanarko, et al., 2022).

The form of collaboration in community empowerment at SMKN 60 Duri Kepa is international community services collaboration by sharing roles intellectually and technically together to finance this activity. as well as in the publication of activities also inform each other on both campuses of the social benefits provided to the community. Lecturers and students create sub-thematic sub-themes digitalization based on human resources empowerment (Aisyah, et al., 2023). The following are the stages of community services that have been carried out at school in order to strengthen the practical knowledge of SMK N 60 Jakarta students in the existing vocational concentrations and the context of tourism communication and branding based on environmental values. The number of students involved in the study programme is 100 students in total, the theme of branding communication and the use of social media is grouped into one class. the speakers are several lecturers assisted by students of the master of communication science study programme. Increasing students' knowledge is done with the following sequence: 1) Evaluation with a questionnaire about knowledge of tourist destinations in West Jakarta 2) identifying social media and its content and adjusting to the branding message of tourist destinations. 3) directing students to create content that has a connection with environmental issues. 4) simulation of creating content with video on tiktok 5) simulation of creating stori telling content on instagram 6) evaluation of student work that fulfils branding elements and environmental elements 7) providing feedback and suggestions on student work 8) giving rewards to the best work.

RESULTS AND DISCUSSION

Sharing Sessions on Digital Literacy and Environmental Communication add perspectives to learning practices that have environmental values, arts, culture and concern for diversity. caring for the environment which is a tourism asset is done simply by the rest through the use of social media. information about nature, culture and destinations becomes content that brands Indonesian tourism destinations that have been visited by students. Convergence of branding for

tourist destinations and cities that incorporates branding elements from articulations whose sources are hidden are the city's vision and mission. Community participation, especially from schools and the role of students in helping tourism development which is integrated in the vision of the city of Jakarta, namely Jakarta is a developed, sustainable and cultured city whose citizens are involved in realizing civility, justice and prosperity for all (ppid.Jakarta.go.id, 2023). students, especially vocational schools who study tourism, become pioneers for tourism development.

The ability to communicate branding through multichannel is an arena for the creativity of students and teachers, especially when using social media platforms. Branding experience in the context of media, marketing and development of tourism destinations is important because from the results of the June 2023 search, the trend of tourist destinations in Jakarta has not yet reached the top minds of the public, both in Jakarta and outside Jakarta. The following is the achievement of branding for tourism destinations in the city of Jakarta.

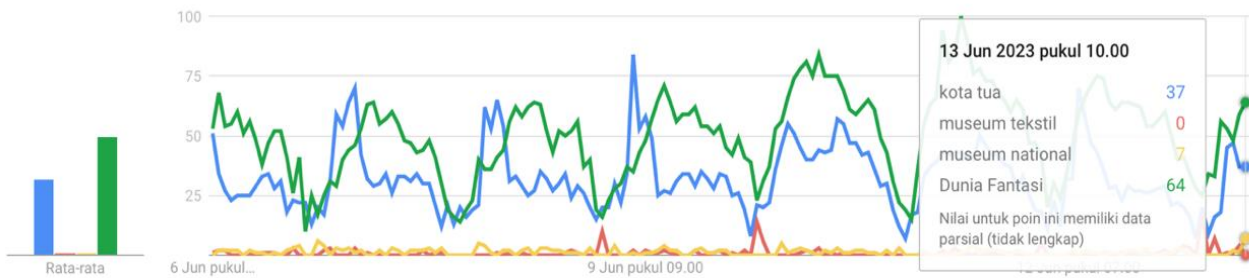


Figure 2. Grafik of Google Trend Tourism Destination In Jakarta

The ability of students who have traveling motivation and strong social networks is certainly an asset to empower students as tourism ambassadors among future generations. The objective of the module on branding communication is to strengthen the knowledge and technical expertise of SMK students to communicate the branding of tourist destinations in the city of Jakarta. Even though the debate about branding and process communication is a polemic for policy makers in a region, in practice the process of branding and communication are two things that influence the development of a tourist destination.

This training process begins with the duties and functions of tertiary institutions as partners with the government, school institutions and the community. Attention to tourism development and a focus on technology-based sustainable development is planned at SMKN 60 Duri Kepa, the training model is communicated as follows (Figure 3).



Figure 3. Model of Workshop in SMKN Duri Kepa Jakarta

The dedication process is planned with sharing from the key speaker from Malaysia, namely Syaefudin PhD. Before carrying out the training at the SMKN 60 Duri Kepa school, coordination was carried out by the entire UMB Lecturer team with a rundown of events that had been prepared, then preparing the room at the SMKN 60 Jakarta school (Figure 4).



Figure 4. Preparing meeting room by UMB and SMK N 60 Duri Kepa Jakarta

This community service joint was opened with hospitality between 3 institutions, namely Mercubuana University and the Science University of Malaysia and SMKN 60 Tangerang. The discussion that will be given as a strengthening of this collaboration is sharing on the theme of digital literacy and environmental communication. In accordance with the rundown that had been prepared, the event took place wisely which was attended by 6 classes of students, each class of 20-30 students. Participation from the school is the presence of teachers and school officials. The Figure 5 is the documentation of the remarks given by the institutions.



Figure 5. Rector's Speech

The remarks by the Chancellor of Mercubuana University emphasized that there is collaboration between countries which provides a spirit of mutual sharing on a common theme, namely digital literacy and environmental communication to anticipate changes in the era of technology, the digital economy and an environmentally friendly life. Synergy that builds a system to strengthen communication knowledge starting from elementary school to university and has an impact on digital-based communication practices that meet elements of sustainability and ethics in accordance with Asian culture. Figure 6. Opening Speech by the Rector of Universitas Mercu Buana (Figure 6).



Figure 6. Dean of Communication Science faculty' speech

On this occasion, the dean of the faculty of communication considers the importance of digital knowledge based on websites and applications or mobile which changes all aspects of life and cares for the environment, attention to technological barriers is felt from various groups. The school practices communication on a digital basis with the right messages and fulfils eastern humanitarian and ethical elements (Figure 7).



Figure 7. Greeting from SMKN 60 Duri Kepa Principal School

On this occasion, the principal of the school expressed his infinite gratitude to the lecturers involved in serving at SMKN 60 Jakarta. It was expected that this activity will be continuously carried out to provide added value to students' knowledge in practicing their skills and communicating it well. Provision of communication knowledge as a basis for making students professional and creative in the era of innovation and technology. Student participation in the community service event this time was enthusiastic and followed it in an orderly manner, follow the documentation (Figure 8).



Figure 8. Documentation student as Participant in The Digital Literacy And Environment Communication Seminar

The highlight of this first session of community service activities was the presentation delivered by Syaefudin Ph.D. Students are introduced to communication messages conveyed in various major media and social media. Communication messages that have an influence on perceptions about the environment and its purpose is to empathize with the surrounding environment. Figure 9 and Figure 10 is the documentation.



Figure 9. Documentation of Keynote's Speech from University Sains Malaysia and Universitas Mercu Buana Lecturer



Figure 10. Team from UMB and SMKN 60 Duri Kepa Jakarta

I) Training on strengthening students' abilities in branding communication in tourist destinations
The first session was finished with Q and A, the participants were divided into several groups in the classes that had been provided. The theme raised in this training is tourism branding communication in the Jakarta region. In accordance with the vision of the city of Jakarta which involves the community to get welfare fairly, the involvement of all parties including schools is an indicator of participation and care for the city. The first motivation given is the student's desire and need to travel, by mentioning the destinations students want to visit and have visited. students' experiences of destinations are explored as a way to involve students in marketing and ordering perceptions about the destinations closest to students, namely the city of Jakarta and destinations in the Jakarta Region. Students' ability to identify destinations is efficient and the ability to express what is felt and perceived about interesting events has not been well expressed.

Mentoring and Counseling to make social media content based on experience branding

Conducting outreach activities on how to empower student competence with all the economic potential that exists in SMK 60 Duri Kepa area which can be supported through the branding communication tourism. the ability of students in tourism schools to communicate branding can provide economic support through closeness to tourists. building closeness with tourists means increasing economic value, where the decision to visit, shop in large quantities and stay longer in tourist areas (Wibisono, 2021) This is an indicator of quality and sustainable tourism. Communicating tourist destination branding through messages that have deep meaning about what students feel, receive and perceive students can increase self-confidence in students expressing their experiences in conversations on social media. This experiential message about the destination brand is what everyone accepts. of course its mental health, there are behaviour, mentality, and speech of each HR deal with various types of tourist character (Wibisono, 2021). The student have self-discipline, broad-mindedness, and initiative to become important soft skills.

This training conducts communication branding consulting, namely when using media to create messages that narrate students' branding experiences. Speech, pictures and photos and videos uploaded on social media are simulated in class (Yaniasti & Setiawan, 2021) means that the presence of school management that pays attention to cyber counselling can also be applied specifically to train students in designing messages and being creative in broadcasting, making short films or making travel videos that make branding of tourist destinations more deeply remembered by tourists watching it.

The student's ability to make travel trips is also consulted with the facilitator, because in Vocational High Schools there are no specific lessons to integrate broadcasting skills with virtual tourism travel content. The depth of making content becomes valuable knowledge for students in promoting tourist destination branding (Baswaran, 2021) counselling in making virtual is a unique student idea that can be simulated with communication skills.

Objects of tourist destinations that highlight the advantages of nature and other dimensions of tourism in food, culture, history and knowledge of indigenous peoples are vehicles for ecotourism development (Daulay, et al., 2022). This means that through this training students have knowledge of environmentally sound tourism. A sense of security and comfort with highlighting fruits, healthy food are dimensions that guarantee quality tourism indicators (al-Ansi, 2023). Understanding of students in creating content that highlights the destination brand through the beauty of nature, plants and animals as well as processed community food that embodies quality and healthy modern lifestyle changes. In counselling this time it is also related to the student's belief system that in order to realize quality tourism, it highlights the dimensions of values believed by the Islamic community which are based on the certainty of God's promise that the life that Muslims dream of is a life that utilizes and preserves the universe and its contents, sustainable tourism is already embedded in Muslim perceptions long before SDGs put that sustainable tourism is a big theme that must be implemented in global culture this training, mentoring and coaching are not only the basis of digital branding communication but also deeply motivating based on believed interpretations.

The monitoring and evaluation strengthening student's ability to create content in tourism branding communication Stage three is the monitoring and evaluation stage which is carried out to see the results of the activities, after holding empowerment outreach activities, simulation activities and giving rewards to students who succeed in making products. Next, students are asked to fill out a questionnaire regarding activities carried out offline. Figure 11 is the results.

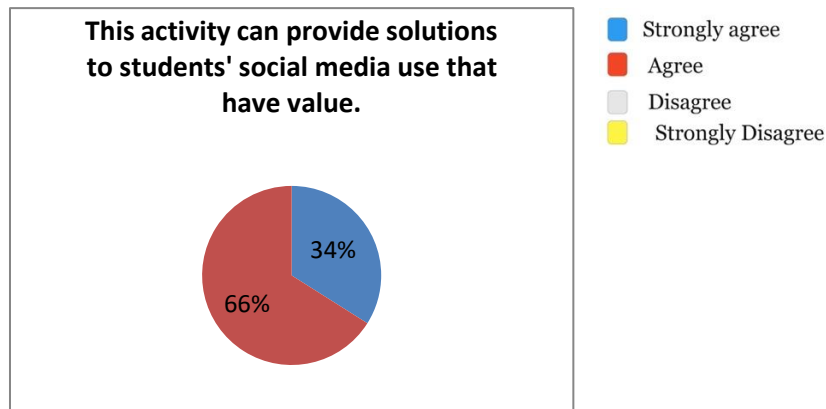


Figure 11. The problem solving for academic values

The problem is that SMK N students who have not mastered creative techniques in creating content and techniques in making videos can make changes to themselves, become more creative, innovative and can generate economic value. In training on strengthening students' ability to communicate branding can solve student problems, this is illustrated by 66% of students answering that there is a change in their technical skills. This is confirmed that there is an effect of digital transformation on students who want to realize ecotourism (Daulay et al., 2022)

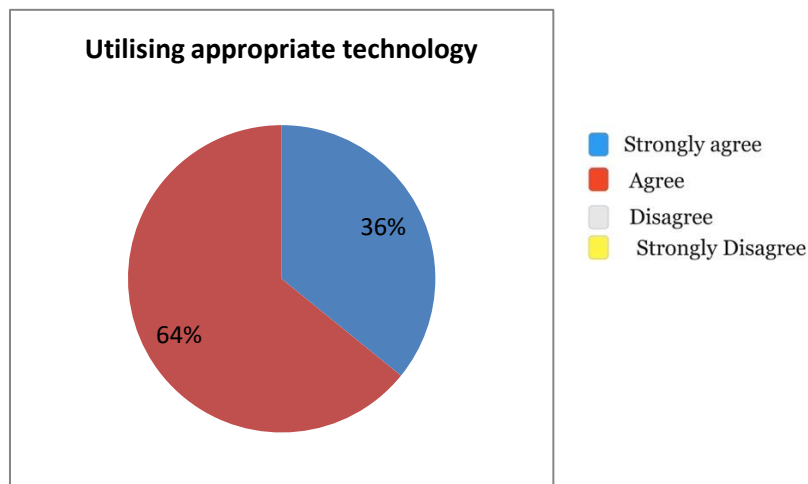


Figure 11. The technology used at the seminar and workshop

The training on branding communication uses a social media platform that is very close to vocational students, because of that the effectiveness of using live simulations when mentoring and coaching as student creative outlets is effective. This can be explained that 64% of students answered that the use of this training technology was effective for them. This is confirmed that the type of student learning that uses technology is the initiator, collaborator and contributor type (Nofrion, 2023).

The Figure 13 is the opinion of students regarding acceptance of seminars and training:

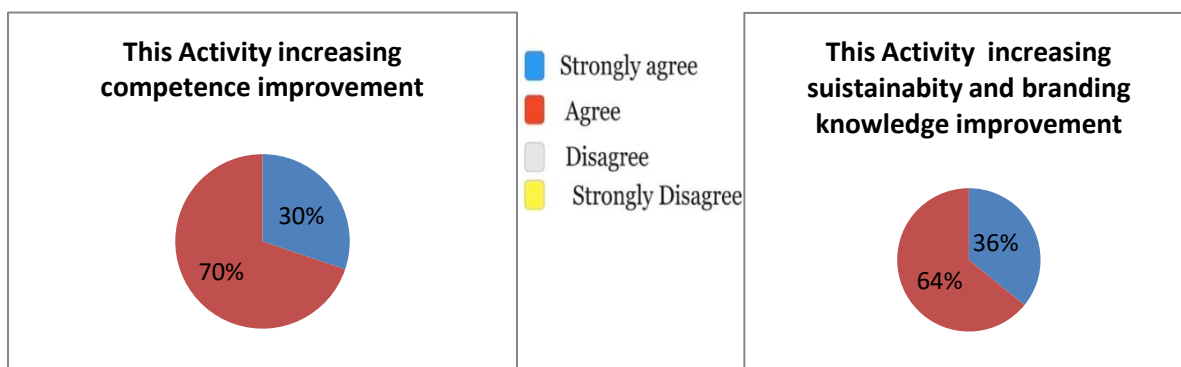


Figure 13. The seminar and workshop increased good competence and student knowledge practices

The seminar and workshop the student has been a change in learning in increasing knowledge and competence as an ultimate goal for all teachers, and becoming bridged the education system that contains SDGs values and the tourism industry where data is included in individual career development (Caesario, et al., 2022). Because learning that can have an impact on students is standard in learning, the training and seminars configured with mentoring and coaching in class have a strong influence on student competence and knowledge (Rimadias, et al., 2021), 70% of students feel their competence related to branding communication increases and 64% of students feel their knowledge about tourism which is based on sustainability has also increased (Figure 14).

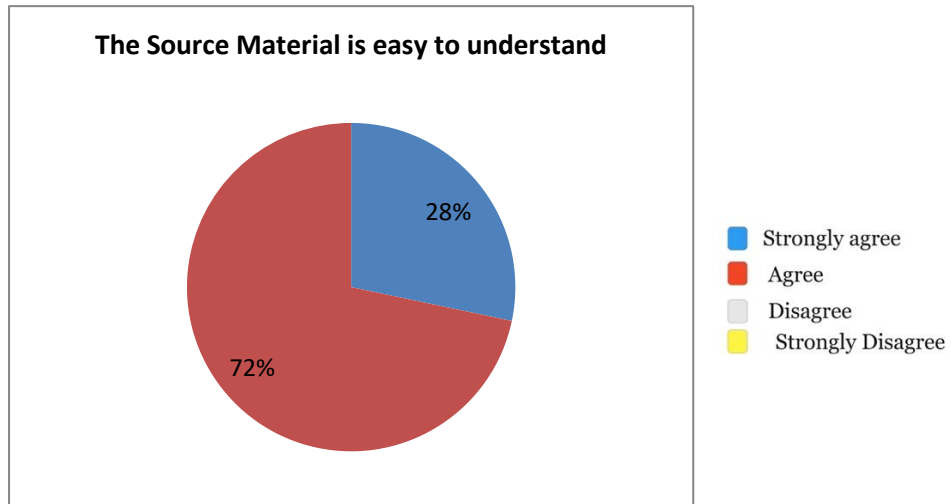


Figure 14. Facilitator of workshop meets the needs of participants

The influence that students receive is of course on the message given by the training facilitator, in this case the team that provides the training materials, prepares modules with attractive pictures, and makes the class come alive with interactive communication. Starting with questions and self-introduction to each with a pleasant experience about travel (Baswaran, 2021). The impressions felt and memories made at the destination location are topics that create a warm closeness between the training participants and the facilitator. Because of that, the student's assessment of the facilitator 72% answered that the presentation and delivery method were good and the message conveyed was clearly received (Rimadias, et al., 2021). All of these worked well because the approach used by the facilitator was an approach that explored students' confidence and student abilities or a downstream approach (Nofrion, 2023). This downstream method certainly uses tools that support the training process, namely modules and 66% agree that this teaching material is useful for them along with the graphs (Figure 15).

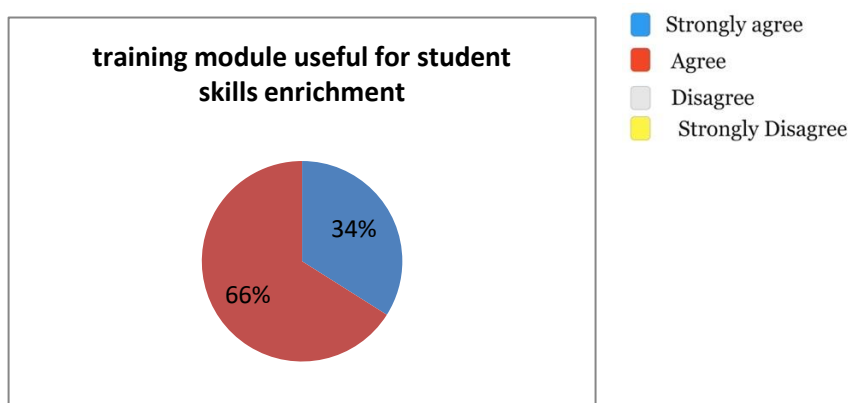


Figure 15. The used module as academic enrichment

From 66% of the answers (Figure 16), the benefits of modules and teaching materials when participating in community service activities. Even this foreign cooperation provides good practices that have the strength of learning facilities and infrastructure (having) learning, including learning modules, where the atmosphere is comfortable and full of warmth (loving), which influences on students' self-consumption (being). In a healthy and clean environment. This (healthy) pseudo gives confidence in learning and communication systems that are more meaningful and humane (believe) (Istiqomah & Rahmawati, 2020). The following is a graph that explains good practice of foreign cooperation in community

service located at SMK N 60 Duri Kepa Jakarta 66% percent of students feel the benefits of this activity for them, and this is related with the university role to rive conservation and development of arts, cultures, and local wisdom in order to assimilate, to add and to build precious values into current time (Yanpisit & Surangkul, 2022). The solution of community empowerment and improving the skills of SMKN 60 Jakarta students in branding Indonesian tourism destinations is a local solution to the National Problem of promoting Indonesian tourism destinations (Kah, 2023), this is how the Campus tackles the Sustainable Development Goals.

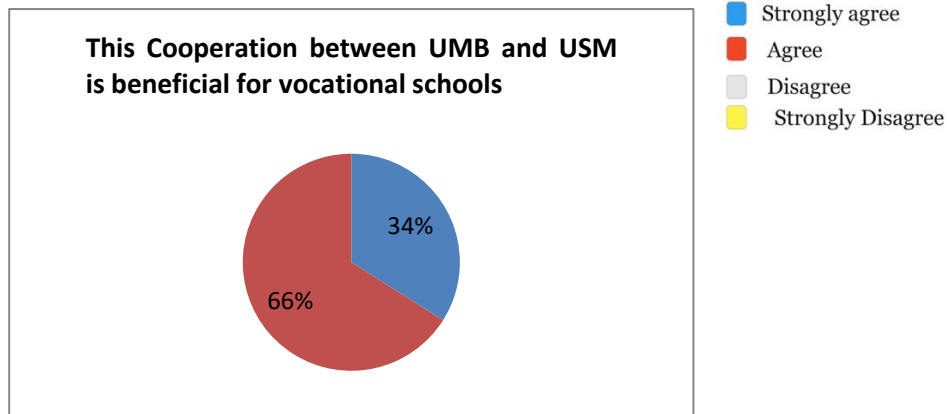


Figure 12. The aim of joint community services can be felt benefit to the student

Branding communication provides insights plus this environmental-based theme is also supported by the Malaysian state like doing branding with upin ipin's branding preserves the language, ethics and everyday problems of Asian children. This means that all people in this world care about sustainability in favour of the safety of nature and its contents (al-Ansi, 2023).

Support and Problem Encountered

Full support was provided by SMK 60 Duri Kepa Jakarta Barat In addition, the support for this activity also went very well because the Deputy Chairperson of the SMK personally provided facility support and assistance during the activity. this is also an added value from this activity, where when there are real problems in the field that are asked by participants, explanations and solutions can be given directly. That's why this method is very interactive, even until the event is about to end there are still many participants who want to ask questions (Figure 17).

The problem lies in that information that can support student ability to create content in improvement branding communication tourism has not been able to be carried out optimally, especially when related destination tourism are still carrying out traditional activities. The following is interactive documentation of students in the training process;



Figure 17. Students are engaged in making branding communication with social media then received rewards and souvenirs from UMB and USM

CONCLUSION

Based on the results of the user experience evaluation of students at SMKN 60 Duri Kepa Jakarta, out of 20 respondents it was found that 70% strongly agreed that the socialized workshop and seminar materials were easy to understand, and could be developed with extracurriculars. As a promotional container for the city of Jakarta. SMKN 60 Duri Kepa as a pilot project, this program has the potential to increase branding socialization for tourist destinations in the city of Jakarta, marketing, according to the capacity of SMK students. In the aspect of achieving the training objectives, out of 15 respondents the results obtained 66% strongly agreed that the learning objectives of the training and seminar system were in accordance with the expectations of the respondents. The hope that the trainees answered was the problem of communicating the branding of the Jakarta city tourism destination, where the use of social media can involve students as agents of tourism development. Advanced Development Phase 2 social media applications create content that contains the feelings, experiences and impressions that students receive about the tourist destinations of the city of Jakarta. The collaboration of the UMB and USM campuses to realize an increase in the skills and abilities of students in communicating destination branding can be carried out continuously and sustainably

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