



## TRAINING ON DIGITAL MARKETING, OPERATIONAL MANAGEMENT AND VISUAL COMMUNICATION DESIGN IN SERVING INTERNATIONAL GUESTS AT “GLAGAH LINGGAH LESTARI” FOREST FARMER GROUP, KINTAMANI, BALI, INDONESIA

Ketut Vini ELFAROSA<sup>1</sup>, Kadek Dwi Cahaya PUTRA<sup>2</sup>, Ni Putu Ritra Trees Ari Kartika Hadi SARASWATI<sup>3</sup>, Yulia Tria HAPSARI<sup>4</sup>, Wayan Gede Suka PARWITA<sup>5</sup>

<sup>1,2,3,4,5</sup> Politeknik Negeri Bali, Indonesia

Corresponding author: Ketut Vini Elfarosa

Email: [vinielfarosa@pnb.ac.id](mailto:vinielfarosa@pnb.ac.id)

### Article Info:

Received: 2024-08-15

Revised: 2024-09-15

Accepted: 2024-17-15

Volume: 3

Numbers: 3

Pages: 196 - 200

### Keywords:

Digital Marketing,  
Operational  
Management, Visual  
Communication.

### Abstract:

Glagah Linggah Forest Farmer Group is a farmer group that was given the trust by the Manikliyu traditional village to manage Glagah Linggah Pine Tourism. So far, they have received assistance from various companies, one of which is PT Tirta Investama, one of the industrial partners of the International Business Management study program. In the coaching conducted by PT Tirta Investama, there were several problems faced and they needed help from the campus in training digital marketing, operations, and communication design in serving international guests. Because so far when there are international guests, officers are less able to communicate. In addition, in terms of operational management, to welcome international guests and explain the facilities are also still limited, so it requires service excellence training. Facilities for bilingual and digital information are also limited. Marketing advertisements, mostly in Indonesia, have not penetrated marketing for international guests. So that this Community Service will later collaborate with PT Tirta Investama, where the campus will conduct training on how to welcome guests through service excellence and create some marketing content; communication design is expected to help smooth the operation of this Glagah Linggah pine forest tour. With this Community Service, it is hoped that this forest tour can develop its marketing more broadly to the international market supported by the service capabilities of officers and visual communication that is more supportive for international guests.

## INTRODUCTION

Glagah Linggah Pine Tourism Forest is located in Glagalinggah Traditional Village, which is a traditional village in the administrative area of Glagalinggah Hamlet. The hamlet is located in Kintamani Village, Kintamani District, with an altitude of 1,200 meters above sea level. The village is located on the slopes of Mount Batur and has an entisol soil type with a soil texture dominated by sand with a percentage of 82-94.5 percent. Glagalinggah Hamlet is directly adjacent to the pine forest area. This area has high rainfall for 6 to 7 months. Most of the people are migrants who work as tenant farmers or penyakap. They then formed a group and organized themselves into a banjar tempekan, or what is known as a hamlet. Subsequently, it developed into a traditional village. To date, the population of Glagalinggah Traditional Village is 865 people, with 235 households.

In the pairing-up activity carried out by the International Business Management study program to PT Tirta Investama Mambal on the theme of sustainable development, the company introduced its assistance in the Glagah Linggah Forest Farmer Group and invited the study program to collaborate in conducting training.



In the coaching conducted by PT Tirta Investama, there were several problems faced and needed help from the campus in training digital marketing, operations and communication design in serving international guests. Because so far when there are international guests, officers are less able to communicate. In addition, in terms of operational management, to welcome international guests and explain the facilities are also still limited, so it requires service excellence training. Facilities for bilingual and digital information are also limited. Marketing advertisements are mostly in the Indonesian language and have not yet penetrated marketing for international guests.

Problems in creating digital marketing content in English SoTourist attractions already own social media accounts and websites; only 1 one or two people can create content to fill the social media. Most of them can't. The social media content is intended for digital marketing, and most of it is still in Indonesian. – notet in English to attract foreign tourists or international guests.

The human resources in the Glagah Linggah tourism area manager come from the forest farmer group of the traditional village. , so they haveimitations in English. Moreover, they are used to receiving or welcoming international guests. If there are guests who are not accompanied by tourism staff, what is done temporarily is to use Google Translate

The manager also did not provide souvenirs due to limited ideas and information. So, it needs a visual communication design that can be applied to souvenirs to give various groups of tourists memories that are in accordance with the theme of green tourism.

With the training carried out, it is hoped that it will provide economic benefits to pine forest tourism managers because they provide good services so that they will give a deep impression to visitors and want to make return visits and even recommend the tourist attractions. In addition, it expands the work field or skills of indigenous villagers who are appointed as managers so that they can invite more people to participate, especially mothers who mostly do not have additional income.

Social Impact in the form of strengthening the capacity and role of the community, especially strengthening the role of women as workers. Employment opportunities for women are limited in rural areas, where they are also required to do household chores. It is not uncommon for many to become manual laborers and earn a small wage. With the availability of jobs in a company, it is expected that in terms of wages and skills, they will be able to develop through the training conducted. Environmental Impact in the form of increased awareness of protecting forests as tourist attractions and maintaining them as sustainable and environmentally friendly tourism.

This collaborative endeavor between PT Tirta Investama and the local community aims to generate substantial economic benefits. By providing comprehensive training sessions in digital marketing, operations management, and communication design specifically tailored for international guest interactions, the initiative equips local managers with the necessary skills to offer superior service standards. This enhancement in service quality is anticipated to increase visitor satisfaction rates significantly, leading to repeat business and favorable recommendations. Moreover, the introduction of bilingual (Indonesian and English) digital information systems will cater effectively to both domestic and international clientele, further boosting revenue streams.

Additionally, the creation of souvenir items infused with visual communications reflecting green tourism themes promises new avenues for local entrepreneurship. These innovative souvenirs will not only serve as mementos but also contribute substantially towards showcasing Indonesia's commitment to sustainable travel practices globally. As a result, this multifaceted strategy seeks not just short-term gains but long-lasting prosperity rooted deeply within responsible ecological frameworks.



One of the primary objectives behind this initiative lies in its profound social implications. By targeting marginalized segments such as migrant families working primarily as tenant farmers or penyakap (forest dwellers), these training programs empower individuals hitherto confined within narrow socio-economic boundaries. Specifically aimed at bolstering female workforce participation—a critical aspect often overlooked in rural settings—the inclusionary policies foster greater equality among genders by offering tangible career paths previously inaccessible due largely to the lack of specialized skill sets required therein.

## METHODS

The methods used were surveys, training and mentoring to adjust the level of understanding and need for the solutions offered. The survey was conducted as the first step to determine the problems and conditions of the partners. Discuss together the solutions that can be done to overcome these problems. Followed by training in the community using the method of material exposure and direct practice. After that, the last visit for mentoring results. The survey, apart from the results of pairing up with PT AQUA Mambal, also directly visited Glagalinggah Tourism Wana to discuss with forest farmers.

Preparation of materials for training, including excellent service training, digital marketing content and design needed to help convey messages easily. Worked on and carried out together between lecturers and students. Later this training material will be used as an enrichment of teaching materials. Need intensive mentoring and discussion with partners to be able to accommodate according to the needs and capacity of the manager.

The training was carried out using the method of material exposure from the resource person. In addition, lecturers and students also assist in training managers. Practical assistance is also carried out to operationalize guest welcoming activities and learn digital marketing.

At the end of the session there will be a questionnaire distribution to determine the quality of the implementation of this Community Service activity. To find out the shortcomings and advantages of implementation and as a basis for follow-up plans if there are things that are still deemed inappropriate.

## RESULTS AND DISCUSSION

The problem in creating digital marketing content is done by conducting digital marketing training. Human resources in the Glagah Iggah tourism area manager come from the forest farmer group of the traditional village. So that it has limitations in English. Customer service training is conducted with direct practice in English. There are also no souvenirs provided by the manager due to limited ideas and information. So, a visual communication design is given that can be applied to souvenirs to provide memories that are in accordance with the theme of green tourism to various groups of tourists.

## CONCLUSION

Community service activities at Wana Wisata Glagalinggah Kintamani have indeed run well and smoothly, providing effective solutions to pressing issues in digital marketing, customer service, and souvenir design. This success stems from a multifaceted approach that involves collaboration with various partners both domestically and internationally.

To address the challenge of creating engaging digital marketing content, the community has initiated targeted training programs focused on digital literacy. These workshops cover essential



aspects such as social media management, online advertising strategies, and content creation techniques tailored for both national and international audiences. Participants receive hands-on experience in crafting compelling posts and campaigns that resonate with diverse demographics, thereby enhancing the visibility of local tourism assets.

For instance, the initiative has seen significant improvement in the production of bilingual (Indonesian and English) content for social media platforms. Local artists and marketers are empowered to create vibrant visuals and narratives that showcase the unique charm of Glagalinggah Pine Forest, attracting a broader spectrum of tourists interested in exploring Bali's hidden gems.

Customer service plays a pivotal role in ensuring a memorable visit experience for tourists. Recognizing this, the community has invested heavily in training programs aimed at equipping local guides with exceptional interpersonal skills. These courses focus on empathy-building exercises, conflict-resolution techniques, and culturally sensitive communication methods. Additionally, participants undergo mock scenarios mimicking real-world situations encountered during tours, allowing them to hone their abilities under simulated conditions.

By implementing these measures, visitors are greeted warmly by knowledgeable hosts who understand their needs perfectly. This personalized touch elevates travelers' overall satisfaction levels, encouraging them to share positive feedback and recommend the site to others.

Souvenir design is another critical component where innovation meets tradition. Local artisans design unique souvenirs that blend seamlessly with modern trends while retaining elements of Balinese culture. The emphasis is placed on producing items that not only serve as keepsakes but also tell stories about the region's history, mythology, and environmental significance.

Through interactive workshops facilitated by experienced designers from reputable institutions worldwide—including collaborations with universities specializing in art therapy—the community members acquire valuable insights into contemporary design aesthetics coupled with practical skills necessary for executing intricate patterns typical of Balinese handicrafts.

#### Managerial Implication

Wana Wisata Glagalinggah Kintamani stands as a prime example of how sustainable tourism can thrive when approached systematically. Effective managerial implications are crucial for ensuring the longevity and positivity of this endeavor. Below are key considerations that must be integrated into the management framework:

Adopting a holistic perspective is fundamental to sustainable tourism development. This means considering the triple bottom line—environmental sustainability, social equity, and economic profitability—in every decision made. Regular assessments should be conducted to evaluate these three pillars, adjusting strategies accordingly to maximize contributions to each dimension. For instance, investing in renewable energy sources and implementing efficient waste management systems can reduce the facility's carbon footprint while supporting local economies through job creation.

Engaging all stakeholders actively in the decision-making process is indispensable for inclusive and equitable development. Mechanisms for continuous dialogue with local communities, non-governmental organizations (NGOs), government agencies, and private sector entities should be established. This open communication fosters mutual understanding and cooperation, enabling timely resolutions to any concerns that arise. By doing so, stakeholder buy-in increases, ensuring that everyone works towards common goals.



Leveraging green technologies is essential for minimizing environmental Impact. Investing in sustainable infrastructure includes adopting energy-efficient systems, deploying renewable energy sources like solar panels or wind turbines, and implementing robust waste reduction programs. Eco-friendly buildings and amenities constructed using materials sourced responsibly not only reduce pollution but also promote a healthier living environment for both humans and wildlife.

Promoting local culture while protecting heritage sites enhances the authentic tourist experience. Creating cultural festivals, exhibitions, and educational programs celebrates local customs without commercializing them excessively. Collaboration with local experts leads to the development of heritage trails that preserve historical landmarks while educating visitors about their significance.

Empowering local communities through participatory approaches to decision-making is vital for sustained success. Involving residents in planning committees ensures their voices are heard regarding matters directly affecting their livelihoods. Profit-sharing arrangements derived from tourism activities distribute wealth fairly among community members who contribute to its upkeep. Vocational training programs enhance their capabilities in managing various facets of tourism operations efficiently.

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