

Implementation of social media platform for increasing brand awareness of Tista tourism village

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Abstract - The aim of this research is 1). To find out how the management of the Tista tourism village promotes the brand of the village and 2). What is the impact of the application of the social media platform on the awareness of the Tista village. The Tista tourist village is an independent tourist village that started from the community, by the community and for the community based on the spirit of mutual cooperation in building a village as well as shared commitment and the many potentials that exist in the area that we need to preserve and develop, therefore giving rise to an idea for form a tourism village. This tourism village aims to utilize existing human resources and natural resources so that the existence of Tista tourism village can be known and recognized by the wider community so that it can be attractive for tourists who just come to enjoy the rural atmosphere in our area. Data collection methods are observation, interview, documentation, and literature study. The analysis techniques used are descriptive and qualitative. The results of this study indicate that there are some social media platforms used for increasing brand awareness in the village and there is also improvement of the tourism activities arouse from the social media. It can be recognized from the increasing number of viewers on the platform which at the meantime uses Facebook, Instagram and Tik-Tok.

Keywords: Tista village, tourism village, brand awareness, social media platform.

1. Introduction

Tista tourism village is located in the Kerambitan District, Tabanan Regency. Tista Village consists of four (4) banjars, one service village, one traditional village, and one tourism village, so it is called Tri Desa Eka Karya, namely the union of service village, traditional village, and Tista tourism village to unite the community to work together to achieve good goals for build a village. The word Tista comes from the word "ngetis". The name originates from the wanderings of a son of the king of Tabanan (Anomin, 2024). The village has a vision saying that realizing the development of Tista tourism objects that are quality, insightful, sustainable and competitive based on culture and Tri Hita Karana.

While its mission says that 1). Creating awareness of cultural tourism in the community towards developing community-based tourism. 2). Realizing professional service and management of the Tista Village Tourism Object. 3). Creating relationships between all elements of society within the Tista Village tourist attraction. 4). Preserving cultural assets, exploring and developing potential with new innovations, and organizing arts events at the Tista Village Tourism Object. Tista Tourism

Village is in a quite strategic position because it is close to the Denpasar-Gilimanuk highway and is flanked by 2 beaches, namely Kelating Beach and Pasut Beach. There are 4 hamlets led by each hamlet head. The banjars consist of Banjar Carik, Banjar Dangin Pangkung, Banjar Dauh Pangkung, and Banjar Lebah. The Tista Tourism Village has a total of 495 families.

Demographically, Tista Village has a fairly large and diverse population. The socio-cultural conditions of the village population are quite strong, which is influenced by the number of Hindus. The people of Tista Village, who are predominantly Hindu, still maintain traditions and preserve their culture that has existed since ancient times. Customs and culture based on local wisdom are maintained and preserved by the residents of Tista Village, such as the Andir Dance which only exists in Tista village, and even then it only develops in one banjar, namely Banjar Carik, Tista Kerambitan Village.

In Tista Village there are also regular social activities such as gymnastics, yoga, posyandu, mutual cooperation, and others. Judging from its geographical conditions, Tista village has economic potential in several sectors, such as the tourism sector, and the agricultural sector. It is hoped that the potential in several sectors can raise the economic level of the residents of Tista Village. The following is demographic data for the residents of Tista Village based on occupation, private employees are the job most often carried out by residents of Tista Village with a percentage of 32.72%. In this village there is an institution which is responsible for developing tourism awareness. It is called Pokdarwis. It has obligations to provide motivation to the community to increase awareness about the importance of tourism development, provide outreach in order to popularize and cultivate Sapta Pesona, organize activities such as the green cleanliness movement, and so on which have environmental concerns at their core.

Arranging tracking routes and point centers for tourist attractions, as well as packaging rural tourism packages such as culinary delights and visiting Taman Beji Temple are some of the results of the efforts that have been made by Pokdarwis to date. Tourist attractions in Tista Village include Dudu, Batu Gede, Lukat, and others. The tourist attractions in Tista Village can be a special attraction for local and foreign tourists (Anonim, 2024). In general, Tista Village lie in its tourist attraction, namely the lack of good development arrangements in the area around the tourist attraction which should be able to support and increase the attraction of tourists to come and visit. So there is a real need for better village spatial planning that can increase the attractiveness of the village. Apart from that, lack of public awareness is also a problem in the development of the Tista Tourism Village, which results in a lack of promotion of the village, so that not many people know about the potential natural beauty found in Tista Village (Anonim, 2024).

There are many tourist attraction areas which, if managed and promoted well, will be able to attract even more tourists. Unfortunately, the tourist village of Tista is not widely known and visited by tourists. However, those responsible for the progress of this tourist village have tried to introduce this tourist village through social media. After conducting outreach via social media, this research tries to find data on how much brand awareness has developed in the Tista tourist village. Some previous researches indicate that there is correlation between social media communication marketing with company's brand awareness and to get significant information about the effect of social media towards company's brand awareness (Pastini & Lilasari, 2023). The following study was conducted by Rimadias et al., (2021) entitled "Using Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia" showed that there were factors that formed brand awareness and brand image of the tourism sector in Indonesia by using social media marketing on TikTok platform. TikTok and Instagram have a big number of users in Indonesia (Susanto et al., 2023).

Social media refers to website or applications which allow the users to create and share content, participate in social networking, and even participate in social networks. Social media platforms are designed to facilitate social interaction, allowing users to stay connected with others and even strangers from all over the world. Some experts put forward definitions about social media. Social media is useful for building social networks and company. Social media can be a bridge to exchange ideas, information, even communication between users. The rise of social media creates recognition growing from push marketing to modeling conversations that lead to customer buying

decisions based on the content of blog reviews, tags and comments account and others (Wati et al., 2020).

Other experts defined social media as a type of media designed to facilitate interactive of two-way social interactions, in which involves various information, photo activities, blogs that will provide feedback (Wardhanie, 2019; Fuadi et al., 2022). Besides that, other experts also defined social media that social media is useful for building social networks and company. Social media can be a bridge to exchange ideas, information, even communication between users. Social media is a tool that used as a platform to share a person's profile, thoughts, photos and videos on public without restrictions or with certain restrictions (Hasri, 2021, Kasiani et al., 2024).

In its classification, social media can be divided into several sections (Hasri, 2021) as follows: (a). Social Networking Services. Social media is used for social interaction with other users digitally. Example: Facebook, Instagram, Twitter, Pinterest. (b). Blog Site. A tool used to broadly share ideas through articles on specific topics in online media. Example: WordPress, Blogger, Joomla, Wix, etc. (c). VoIP Apps. A type of digital application used for voice or video communication over the internet. Example: Skype, Zoom, Google Meet, Webex, etc. (d). Document Sharing Toolkit. A type of digital application for storing and sharing digital files. Example: Google Drive, One Drive, Box, Drop Box, etc. e). Podcast. Digital application for storing and sharing thoughts recorded in audio form. Example: Spotify, Buzzsprout, Google Podcasts, Anchor, etc.

Social Media has a potential to support brand, increase sales, customer service and product development. Each social media platform has their own advantage and uniqueness. There are several frequently used and in great demand social media platform according to (Wati et al., 2020), are as follows: (a). Facebook. A social networking service where users can interact each other from all over the world. Currently Facebook has been equipped with the Facebook Ads feature. This feature offered by Facebook to promote or advertise a Fan Page that was previously created by a Facebook user using a different scope and can be arranged by the advertiser. (b). Instagram and Tik-Tok. A photo or video sharing application that allows users to upload photos, videos, comments and even other networking activities such as advertising. Instagram is now equipped with swipe up and insight features.

By using the insight as Instagram analytics feature, businesses can find out the performance of Instagram accounts, for example receiving demographic data on followers, reach and engagement data on Instagram content, data on the number of profile visits and so on. Meanwhile, the swipe up feature makes it easier for businesses to include the product's web address. So, through these two features it is very easy for businesses to market their products. (c). Twitter. Social networking sites that provide access for users to send short messages commonly known as tweets. Tweets consist of text messages and photo quotes. (d). Youtube. Social media platforms used to market products in the form of videos aim to influence the viewers. Through YouTube, users can upload interesting video and other interesting content so that it attracts the attention of consumers with the aim that consumers are interested in the products being marketed.

Brand awareness means the level of the consumers recognition and awareness of a particular brand along with its product or services. In simple words, brand awareness means people are aware with the brand. The definition of brand awareness has been proposed by experts are as follows: Brand awareness is customer's capacity to recognize or recall that brand belongs to particular category of products (Romaniuk et al., 2017; Pantiyasa et al, 2023). Brand awareness is consumer awareness of the existence of a brand in its product category that is different from competing brands in the same product category, so that the brand is known and remembered in the minds of consumers (Sitorus et al., 2022).

In addition there are also the experts who define brand awareness such as (Sholihin, 2019, Putra et al., 2024) define brand awareness as a condition in which prospective consumers have an ability to recognize or remember about a brand which is a part of certain product category. Brand awareness appears from the familiar feeling or feelings to identify certain brands from potential consumers. The most important advantage for a business in increasing brand awareness is strengthen the presence of their brand in consumers. Social media become an effective way to increase brand

awareness (Ratnasari, 2016; Sihotang & Malau, 2020). So, the more business actively in using and managing social media, the higher brand awareness will be. (Chierici et al., 2018; Ogu, 2024).

Dimensions of brand awareness divided into 4 categories, there are top of mind, brand recall, brand recognition, and unaware of brand. The description of the categories according to (Arjana et al., 2022) as follows: (a). Top of mind, Is the main brand of various brands that exist in the mind of consumer. (b). Brand recall, is a recall of brand. The name that remembered in the minds of consumer. (c). Brand recognition, is awareness of the existence of the brand. (e). Unaware of brand, is the brand awareness with the lowest level where the name of the brand unknown even it has been given reminders.

Brand awareness shows the existence, the main commitment is very important for a brand company. When brand awareness is high, we can feel the presence of the brand (Yacub & Mustajab, 2020; Angela et al, 2022). Brands with high brand awareness are usually caused by several factors as follows: (a). Most are publicly advertised. (b). Proven existence, the brand has been around for a long time, and shows that the brand meets the consumer's needs and expectations. (c). Wide range distribution area, making it easier for consumers receive the product

Brand awareness for the company may be intervened through marketing communications to consumers which makes the consumers be able to continue to recognize the company's product brand. The company creates exposure to consumers aims to make the consumers be able to see, hear, think about certain brands, and consumers are able to perform the retrieval in the memory if requires products information (Mudzakir & Nurfarida, 2015). There are the indicators of brand awareness as follows: (a). Brand is memorable. It means that the brand is easy to remember for consumers. It has left an impression in their minds, and the consumers are able to recall the brand when they think of a particular product or service. (b). Brand easily comparable. It means that the consumers can easily evaluate the brand's attributes and benefits relative to the brand's competitors. (c). The brand is easily recognizable. It means the brand is easily identified and distinguished by consumers. This can be due to the brand's uniqueness, logo, concept, or other distinctive features that are associated with the brand.

2. Method

The type of data used in this research can be classified into two, namely as follows: 1). Quantitative data is information data in the form of symbols or numbers which are the results of calculations and measurements (Sugiyono, 2018). The quantitative data in this research are the number of visitors of the village and the number of viewers of social media. 2). Qualitative data is in words, sentences, schemes, and images (Sugiyono, 2018). The qualitative data used in this research includes narratives obtained from information data regarding organizational structure, interviews, and observations in the village. The data used in this research uses two types of data sources, namely as follows: 1). Primary data is a data source that directly provides data to data collectors (Sugiyono, 2018). 2). Secondary data is a source that does not directly provide data to data collectors (Sugiyono, 2018). In this research, semi-structured interviews were used, namely interviews conducted using an interview guide as a reference but not binding on the interviewer to ask additional questions according to the situation and the interviewee's responses. Data were collected through documents obtained for this research, namely information such as Pokdarwis staff, facilities, and research activities in the form of tourism activities, photos during interviews, photo documentation and data viewers from Tik-Tok account related to the village. The data then analysed and concluded.

3. Results and Discussion

The results of interviews and online data show that the management of the Tista tourist village has made efforts to increase the village's brand awareness by marketing tourist village products through several social media platforms such as websites, YouTube, Facebook, Instagram and Tik-Tok. Efforts to promote village tourism have been carried out continuously by updating all village activities on

their social media platforms. The following are promotional efforts carried out by the management of the Tista tourist village in 2024.

Table 1 Number of Updates on the website

No	Months of 2024	Number of updates	Titles
1	September	3	<ul style="list-style-type: none"> • Jegeg Tabanan 2024 Finalist Activities at Tista Tourism Village • Presentation preparation for the 2024 Archipelago Tourism Village Competition (LDWN). • Bride and Groom Assistance (Catin)
2	August	20	<ul style="list-style-type: none"> • Information on Kerambitan II Community Health Center Service Hours • Release of KKN Students from Mahasaraswati and Udayana Universities • Yoga and Meditation • Information about Yoga and Meditation schedules • Group Glampings in the Dudu Natural Tourism Area, Tista Tourism Village • Monitoring and Evaluation from the Tabanan Regency Tourism Office Team • Training and Workshop on Digital Cash Book and Digital Marketing Profile Poklahsar • The excitement of the 79th Anniversary of the Republic of Indonesia in Tista Village • Mutual cooperation • Competition to Celebrate the Independence Day of the Republic of Indonesia... • Implementation of Semara Ratih in Banjar Lebah, Tista I Gede Pande Candra Village • Information about commemorating the 79th anniversary of Indonesian independence in 2024 • Greeting and Sharing Action • Posyandu for the Elderly in August 2024 • Family Planning System Application Training (BKKBN Quality Family • Newborn and Postpartum Mother Visits • Semara Ratih Br. Dauh Pangkung I Made Andi Sura Adnyana and Ni Komang Asriani • Counseling and Training for Tista Village Health Cadres • Assistance for prospective brides and grooms in Tista Village • Content Creator Training for Promotion of Tista Tourism Village
3	July	30	<ul style="list-style-type: none"> • Elderly Exercise and Health Checks with Quantum Analysis • Arisan, and Zumba PKK Tista Village as well as Training on the Cultivation and Processing of Chilies and Tomatoes • Implementation of PIN Polia in Tista Village • Yoga and Meditation • Praying with Odalan at Pempatan Agung Temple and Saren Gong Banjar Dangin Pangkung... • Monitoring and Evaluation from the Indonesian Ministry of Communication and Information • Bride and Groom Assistance (Catin)

			<ul style="list-style-type: none"> • Elderly Gymnastics • Youth Posyandu July 2024 • Pap Smear and Iva examination • Information about the PIN POLIO schedule in Tista Village • Posyandu for the Elderly in July 2024 • Meeting of the Chairperson of the Sandhi Reka Kindergarten/Paud Foundation, Tista Village • Reception of Tista Village Preschool children • Posbindu July 2024 • Praying with Odalan at Ulun Temple, Banjar Dauh Pangkung Village, Tista Village • Meeting with the Tabanan Regency Communications and Information Service • Udayana University KKN Student Admissions • Yoga and Meditation • Joint Prayer Activities for the Holy Days of Saraswati and Piodalan at Padma Tista Village • Elderly Gymnastics • Information about Yoga and Meditation schedules • Bride and Groom Assistance (Catin) • Mutual Cooperation Welcomes Piodalan at Padma Tista Village • Posyandu for Babies and Toddlers and assistance for Pregnant Women in July 2024 • Visit of inactive elderly people in four Banjars in Tista Village • Acceptance of KKN Students from Mahasaraswati University Denpasar • Assistance for Postpartum Mothers and Newborn Babies • Bride and Groom Assistance (Catin) • Inauguration of the extension of the term of office of the Tista Village Perbekel
4	June	12	<hr/> <ul style="list-style-type: none"> • Meditation and Yoga at the end of June 2024 • Yoga and Meditation Schedule • Information about Tista Village Perbekel Testing Students at Bali State Polytechnic... • Information about the Cultural Tent in Tista Village • Posbindu June 2024 • PKK Zumba activities, social gatherings and meetings about Bung Karno Month events • Quality Village Meeting in 2024 • Prolanis in June 2024 • Inauguration of Pantarlih Tista Village 2024 • Youth Posyandu in June 2024 • MUSDES Regarding the Draft Tista Village Government Work Plan (RKP) for Fiscal Year 2025... • Sundries at the Tista Village stand for the 2024 Bung Karno Month event • Tista Village's achievements in the 2024 Bung Karno Month event
5	May	12	<hr/> <ul style="list-style-type: none"> • Tista Tourism Village is in the top 300 at ADWI 2024 • Tista Village PKK Meeting regarding the Participation of Tista Village PKK Women in Monthly Activities.. • Tista Tourism Village entered the top 500 in ADWI 2024 • The Stones Legian Bali carries out Pasraman Kilat Hindu Committee activities for children • American guest Ms. Giovanna and Ms. Sam toured Tista <hr/>

			<ul style="list-style-type: none"> Tourism Village and Dudu Nature Tourism Village... Prolanis in May 2024 in Tista Village Monev and Posyandu for the Elderly in May 2024 Bride and Groom Assistance (Catin) Posyandu for Babies and Toddlers and Pregnant Women Registration of Sandhi Reka Playgroup and Kindergarten students in Tista Village Meditation and Yoga Elderly Gymnastics
6	April	6	<ul style="list-style-type: none"> Surya Namaskar Yoga with the Prosperous Elderly Elderly of Tista Village Village Information System (SID) Training Tista Village MSME Product Packaging and Branding Training Health Examination with Quantum Analysis Second Week of Yoga and Meditation April 14, 2024 Information about Yoga and Meditation schedules
7	March	9	<ul style="list-style-type: none"> Monev and Evaluation of Tourism Village Development from the Tabanan Regency Tourism Office... Zumba and Gathering for PKK Women in Tista Village March 2024 Posyandu for the Elderly in March 2024 Receiving Trekking guests at Dudu Nature Tourism Prolanis in Tista Village Technical Guidance for Digital Village Cadres at Dudu Nature Tourism Pengerupukan Day celebration the day before Nyepi Caka Day 1946 Andir Carik Dance Performance in Tista Village Balinese Dance Performance at Br. Carik Tista Village
8	February	6	<ul style="list-style-type: none"> Realization of Tista Village Village Funds for Fiscal Year 2023. Elderly gymnastics and Tista Village Prolanis. Posyandu for Babies and Toddlers in February 2024 Yoga and Meditation Jack toured Tista Tourism Village and Dudu Nature Tourism Village Guest visit from Switzerland
9	January	10	<ul style="list-style-type: none"> RAT (End of Year Meeting) Bumdes Sari Merta Tista Village Zumba and Gathering for PKK Women in Tista Village January 2024 Elderly Gymnastics Yoga and Meditation Receiving guests from America Elderly Gymnastics MUSDES Regarding the APBDes Accountability Report for the 2023 Tista Village Fiscal Year Youth Posyandu Posbindu Yoga and Meditation

Source: <https://www.desatista.web.id>.

Table 2 Number of Updates on YouTube

No	Dates	Number of updated	Titles
1	2023-2024	13	<ul style="list-style-type: none"> Creating awareness of cultural tourism in the community

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- towards developing community-based tourism.
- Realizing professional service and management of the Tista Village Tourism Object.
 - Creating relationships between all elements of society within the Tista Village tourist attraction.
 - Preserving cultural assets, exploring and developing potential with new innovations, and organizing arts events at the Tista Village Tourism Object.
 - MORNING VIBE AT DUDU ECHO TOURISM TISTA VILLAGE.
 - Traveling to the Most Unique Tourist Village in Bali! Tista Tourism Village, The Secret Beauty of Tista.
 - Exploring Bali's Hidden Gems: Bali State Polytechnic: F Students Uncover Local MSMEs in Tista Village!
 - TISTA TOURISM VILLAGE PROFILE.
 - American Tourists Dive into: Culture: Exploring Dudu.
 - Dutch Tourists Explore Dudu: Explore Echo Village and Local.
 - BUILDING TISTA TOURISM VILLAGE BRANDING...
 - Amazing Experience at Dudu.
 - Enjoy Cycling Tourism.
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Source: https://www.youtube.com/channel/UCgjr_haOW6PijQW8qTiZ_Q/channels

Table 3 Number of Updates on Facebook

No	Date	Number of updated	Titles
1	September	4	<ul style="list-style-type: none"> • Thank you, Minister Sandiaga Salahuddin Uno, for buying MSME products. • Jegeg Tabanan finalists and their team did a video shooting at the Tista Tourism Village. • Discover the beauty and uniqueness of Tista Tourism Village. • Cooking class at Dudu and testimonial from one of our guests. • Congratulations to Tista Tourism Village for being selected in the top 45 of the 2024 Archipelago Tourism Village Competition (LDWN).
2	August	5	<ul style="list-style-type: none"> • Welcome to Dudu Natural Echo Tourism The Green Camp Group. • Tista Village~Village News, Tuesday, August 20 2024. • Monitoring and Evaluation from the Tabanan Regency Tourism Office team. • Tista Village is an agricultural-based tourist village. • Mr. Perbekel Desa Tista Suardana Putra with his team (Village staff along with Unmas and Unud KKN students).
3	July	-	-
4	June	-	-
5	May	5	<ul style="list-style-type: none"> • Thank you for all forms of support from all parties. Tista Tourism Village successfully passed to the next stage and became part of the top 300 Tourism Villages. • Tista Tourism Village can participate again in the 2024 Indonesian Tourism Village Award event. • Archipelago Tourism Village Network. • Tista Village~Tuesday activities. • Thankyou Ms. Giovanni and Ms. Sam for your visit to Tista Tourism village and Dudu natural echo tourism.
6	April	1	Meditation
7	March	3	<ul style="list-style-type: none"> • One day at Sukadiasa Homestay Ketut Sukadiasa Tista Tourism Village on Pengerupakan day.

			<ul style="list-style-type: none"> • Kabyah JEJAK I MADE in action at Dudu Nature Tourism @ Tista Tourism Village. • TUTORIAL ON HOW TO NGAE DALUMAN. • Yoga activities.
8	February	8	<ul style="list-style-type: none"> • Enjoy your birthday party in Dudu Natural Echo Tourism at Tista Tourism Village. • Family Gathering Bali State Polytechnic Tourism Lecturer, UPW Study Program. • Dudu's goodie bag (souvenir). • Playing mini golf at Dudu Natural Echo Tourism Tista Tourism Village. • Yoga time. • Tista Village~Activities on Sunday, February 11 2024. • Yoga and Meditation • Jack is learning how to make a "Caru" its an offering for the "Buta Kala" (Hinduism demons).
9	January	-	-

Source: <https://www.facebook.com/desawisatatista.bali>

Table 4 Number of Updates on Instagram

No	Date	Number of updated	Titles
1	Up to September 2024	141 posts.	-

Source: https://www.instagram.com/desawisata_tista?igsh=MTN2aXdsZWlsOHlnMg==

Table 5 Number of Updates on Tik-Tok

No	Dates	Number of updated	Titles
1	Up to September 2024	38	-

Source: desawisata_Tista

Of the social media platforms used, it was recorded that websites had the most updates or posts and YouTube had the fewest.

Table 6 Number of posts or updates on social media.

No	Type of social media	Number of Updates	Number of likes	Number of views
1	Website	108	-	-
2	Facebook	26	179	-
3	TikTok	38	1200	47,819
4	Instagram	141	1715	-
5	YouTube	13	66	1,897

Regarding the brand awareness of the Tista tourist village, from social media it was found that the recognition dimension 179 for Facebook, 1200 for TikTok, 1715 for Instagram and 66 for YouTube. The level of recognition depends on the content presented and the amount of content published on each social media. The highest number of views is on TikTok media, even though the content on that media is only 38.

4. Conclusion

Tista Tourism Village has made efforts to introduce the village brand by utilizing several forms of social media. In terms of the content that has been displayed, recognition of the Tista village brand is quite high, especially on TikTok media. This needs to be improved so that the final goal of this promotion can be achieved, namely real visits to the Tista tourist village tourist attraction.

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