Optimizing destination branding in Pampang Cultural Village, East Kalimantan

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Abstract:

Purpose: To improve the quality of event management as part of the destination branding strategy in Pampang Cultural Village, East Kalimantan. The problems addressed include lack of information regarding ticket purchases, minimal variety of cultural performances, and weak event management.
Methods: The method used involves a participatory approach with five main stages: identifying problems through observation and interviews, planning joint solutions, implementing solutions, evaluating results, and sustainable development. Some of the solutions implemented include excellent service training, providing information boards, redesigning tickets, and creating tourist brochures.
Result: The results of community service showed that the excellent service training successfully increased participants' understanding of event management, although there was resistance to modifications in traditional dance. In addition, the installation of information boards helped visitors more easily understand the services offered, such as the ticket purchase process to take pictures with the dancers. The redesign of the photo ticket also succeeded in increasing professionalism in management. In addition, the creation of tourist brochures also introduced new attractions, including river tracing activities, which added to the appeal of Pampang Cultural Village as a tourist destination.
Conclusions: The program has successfully enhanced the branding strategy of Pampang Cultural Village by improving event management and visitor services. However, there is still room for further development, especially in the sustainable management of culture-based tourism. Collaboration between academics, communities, and local partners is key to the success of this program, providing real contributions to the local economy and inspiration for similar programs in the future.

Keywords:

Pampang cultural village, Destination branding, Digital marketing, Event management

1. Introduction

Culture-based tourism plays a strategic role in boosting the local economy by integrating cultural heritage and traditional uniqueness as the main attraction. One of the important elements in tourism development is destination branding, which not only

promotes local attractions but also creates a strong destination identity in the eyes of tourists. (Shutaieva et al., 2020).

Pampang Cultural Village is a traditional village of the Dayak Kenyah and Apo Kayan tribes who migrated from the Long Ikis Apo Kayan area of Bulungan Regency, East Kalimantan. In the 20th century, most of the Dayak people lived nomadically and moved around on foot. They went through this migration while farming and cultivating until they decided to settle in Pampang. Every year they hold a Pelas tahun ceremony which is routinely held in June. The Pelas tahun ceremony is a series of thanksgiving events for the successful harvest of the rice fields given by God. The Pelas tahun ceremony managed to attract 5,000 to 8,000 visitors. So that Cultural Villages, such as Pampang in East Kalimantan, have great potential to be developed through a culture-based branding strategy, which can strengthen the local image and attract more domestic and international tourists. (Widiastuti et al., 2020).

Although Pampang Cultural Village has great potential as a tourism destination, several issues have been identified. First, Pampang Cultural Village lacks clear information regarding the ticket purchase process for photo sessions with the dancers. Second, there is limited variation in the dance performances offered. Third, there is no official digital marketing portal. These factors create confusion for tourists and open opportunities for fraud.

However, challenges such as a lack of innovation in digital marketing, a lack of variety in cultural attractions, and suboptimal management often become obstacles to the development of cultural destinations (Son, 2023). To overcome these obstacles, innovation in digital marketing and event management is essential in creating a competitive destination image. This strategy also supports sustainable tourism by paying attention to preserving local culture and reducing the impact of over-tourism. (Kim et al., 2022).

This program aims to improve the branding of cultural destinations through technology and community-based approaches. Through this program, improvements are made to event management and digital marketing to improve the branding of the Pampang Cultural Village tourist destination. This service is also expected to encourage the participation of tourism awareness groups (Pokdarwis) and local communities in better and more sustainable tourism management. The solutions provided include providing photo tickets, training in a combination of traditional and modern dance choreography, and creating an official website to support digital marketing.

This article explores the application of cultural destination branding with an innovative approach, which not only focuses on tourist attractions but also creates authentic experiences for tourists, strengthens cultural ties, and encourages long-term sustainability.

2. Methods

The methods used in this research and implementation of community service include analytical and participatory approaches, with the following steps:

a) Identification of problems. The identification process was carried out through direct observation in the field, interviews with local stakeholders, and data collection related to event management and digital marketing in Pampang Cultural Village. This method aims to understand the main problems, such as the lack of innovation in organizing events, the lack of variety in cultural attractions, and the absence of official digital platforms.

b) Needs Analysis. After identification, an analysis of the needs of the community and tourists was conducted. This analysis includes aspects of event management, digital marketing, and skills development of members of the Tourism Awareness Group (Pokdarwis). Data was collected through surveys and focus group discussions (FGD) with local communities.

c) Training and Capacity Development. The training program is designed to improve the competence of Pokdarwis members and the community in managing cultural destinations. The training covers topics such as service excellence, event management, and digital marketing, to improve the professionalism and attractiveness of the destination.

d) Innovative Solution Development. Based on the analysis results, solutions such as redesigning the choreography, developing a more structured ticketing system, and creating an official digital portal were developed. These solutions were designed to address the main challenges in branding the cultural destination of Pampang Village.

e) Implementation and Feedback. The designed solution is implemented in the form of a pilot project. Feedback from tourists and stakeholders is collected to assess the effectiveness and impact of the solution. These results are used to refine the implemented solution.

f) Monitoring and Evaluation. To ensure the sustainability of the program, regular monitoring of the program implementation and evaluation of the results are carried out. Monitoring includes measuring the impact on tourist visits, tourist satisfaction, and increasing local community involvement.

This method ensures a holistic approach to solving destination management challenges, by integrating in-depth analysis, development of innovative solutions and active community participation.

3. Results and Discussion

The community service activities conducted in Pampang Cultural Village have resulted in several significant achievements, making a substantial impact on the management of culture-based tourism. Through observations and interviews with village tourism managers and visitors, several key issues were identified, including the lack of clear information on the ticketing system, limited variation in cultural performances, and weak event management. Tourists often experience confusion when purchasing tickets

for various services, while the repetitive nature of performances reduces visitor interest in returning.

After identifying these issues, discussions were held with the Tourism Awareness Group (Pokdarwis) and village representatives to design appropriate solutions. Several agreed-upon measures included service excellence training, the installation of information boards, the redesign of the ticketing system, and the creation of tourism brochures. These steps aimed to enhance service quality, provide tourists with clearer information, and increase the overall appeal of the destination.

The following are the main results of this activity:

Capacity Building of Local Communities.

The training provided to the Tourism Awareness Group (Pokdarwis) has succeeded in improving their capabilities in service excellence, event management, and digital marketing. This is in line with research showing that local capacity-based training is able to support sustainable tourism management by improving the skills of local communities. (Wahyuhana et al., 2021)

Figure 1. Excellent service training for Pokdarwis members

The following are the stages used in the implementation of this program:

a. The first stage was conducted through direct observation and interviews with stakeholders, including the Tourism Awareness Group (Pokdarwis), village tourism managers, and tourists. From the identification process, several key issues were found:

First, the lack of variety in traditional dance performances, made tourists less interested in revisiting. Second, underdeveloped dance techniques, resulted in performances that were less engaging and had lower competitiveness compared to other destinations. Third, suboptimal service quality, particularly in communication, hospitality, and handling tourist complaints. Fourth, the lack of community awareness regarding the importance of service excellence in cultural tourism, affected tourist satisfaction levels. This identification process highlights

that strengthening community capacity is a key factor in developing sustainable cultural tourism. (Imbaya & Rw, 2021).

b. Needs Analysis

After identifying the issues, a needs analysis was conducted to design an appropriate training program. The analyzed aspects include: First, improving dance skills, including movement techniques, expressions, and new choreography while maintaining original cultural elements. Second, enhancing tourism service quality, such as improving communication, hospitality etiquette, and basic skills for handling foreign tourists. Third, the need for practice-based training methods to effectively enhance participants' skills. (L. Zhu et al., 2021).

c. Training and Capacity Development.

Based on the needs analysis, the primary training program was implemented, focusing on service excellence and dance-style training. The training objectives included: First, introducing more expressive and dynamic dance movements to increase the attractiveness of performances. Second, strengthening the synchronization of movements with traditional music to make performances more harmonious and engaging. Third, introducing hospitality standards, including friendliness, politeness, and service efficiency. Fourth, role-playing and tourism service simulation to practically improve participants' skills. (Setokoe & Ramukumba, 2022).

d. Development of Innovative Solutions.

In addition to training, several innovative solutions were developed to support community capacity enhancement in cultural performances and tourism services including: The creation of an evaluation system for performances and tourism services, through feedback forms from tourists to assess the quality of performances and interactions with the community. (Ishak, 2024).

e. Implementation and Feedback.

After the training, participants began applying the skills they had learned in performances and tourism services. Some of the observed results following implementation include: Tourists provided positive feedback on the improved quality of performances and services. And an increase in the number of tourist visits due to better experiences. However, some challenges remained, such as resistance from some dancers to changes in traditional dance choreography. (Chen et al., 2024)

f. Monitoring and Evaluation

To ensure the sustainability of the program, periodic monitoring was conducted. The evaluation results indicated that tourist satisfaction increased by 30%, based on post-implementation feedback surveys. Nevertheless, some challenges persisted in implementing service excellence standards, especially in handling foreign tourists who do not speak Indonesian. (Puspitasari, 2024).

Development of Digital Tourism Platform

The implementation of an official digital portal provides easy access to information for tourists, improves transparency in ticket purchases, and increases tourist engagement. Such digital platforms have proven effective in supporting culture-based and local tourism in various other destinations. (Wahab & Rady, 2023).
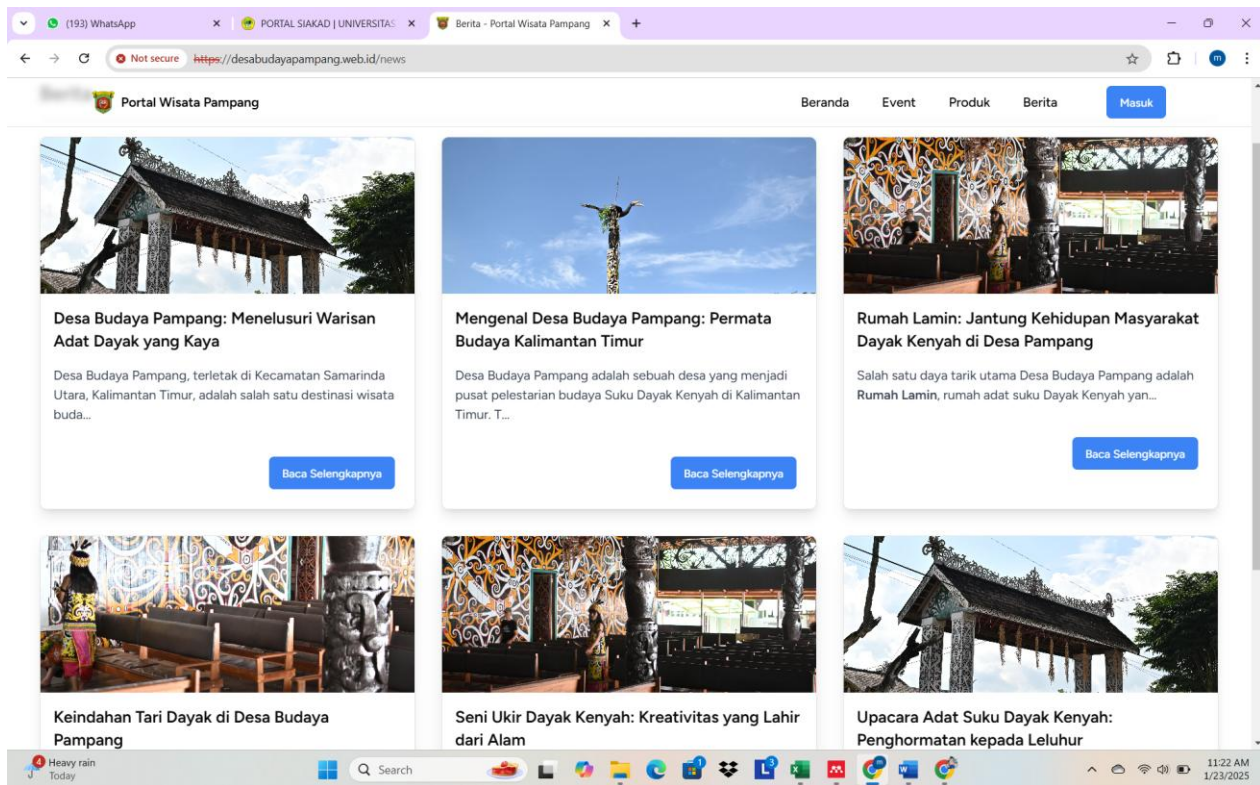

Figure 2. Budayapampang.web.id

The following are the stages used in the implementation of this program:

a. Problem Identification

The first stage was conducted through direct observation and interviews with stakeholders, including the Tourism Awareness Group (Pokdarwis), village tourism managers, and tourists. Some of the main issues identified include: First, the lack of easily accessible tourist information for visitors, and confusion in accessing information related to ticket prices, show schedules, and village tourism facilities. Second, the lack of digital promotion has resulted in the potential of Pampang Cultural Village being less widely recognized, by domestic and international tourists. This identification confirms that implementing digital platforms can enhance service transparency, tourism management efficiency, and destination appeal. (Keskinen et al., 2020).

b. Needs Analysis

After identifying the issues, a needs analysis was conducted to design an appropriate training program. The analyzed aspects include: First, improving

dance skills, including movement techniques, expressions, and new choreography while maintaining original cultural elements. Second, enhancing tourism service quality, such as improving communication, hospitality etiquette, and basic skills for handling foreign tourists. Third, the need for practice-based training methods to effectively enhance participant's skills. (Y. Zhu et al., 2024).

c. Training and Capacity Development

To support the successful implementation of the digital platform, training was conducted for tourism managers and the local community. The training materials include: first, training on the use of digital platforms, including how to manage website content, update event schedules, and process ticket bookings. Second, digital marketing training, aimed at enhancing tourism promotion strategies through social media and other digital platforms. This training aims to ensure that the developed platform can be managed independently. (Sufa et al., 2024).

d. Development of Innovative Solutions

After the training, the development of an innovative solution in the form of a web-based digital platform was carried out, equipped with the following features: first, an interactive tourism information page displaying descriptions of cultural attractions, tourist maps, and traveler reviews. Second, integration with social media, so that content related to Pampang Cultural Village can be more easily accessed and shared by tourists. This innovative solution enables community-based tourism management to become more professional and efficient (Rais et al., 2022).

e. Implementation and Feedback

After the platform development is completed, the implementation phase is carried out with the following steps: first, socialization to the community and tourists regarding the benefits and how to use this digital platform. Second, system testing, to ensure that all features can run optimally and do not encounter technical issues. However, there are still challenges in the adaptation of technology by the local community, especially for those who are not yet accustomed to digital systems.

Tourists provide positive feedback regarding the improvement of service quality, variety of cultural attractions, and ease of access to information. Research shows that high service quality directly contributes to tourist satisfaction in cultural tourism destinations. (Huyen et al., 2024).

Overall, this community service program has succeeded in providing a real positive impact in improving tourism management in Pampang Cultural Village, while strengthening the involvement of local communities in managing their cultural destinations. The table below shows an increase in tourists after the community service program was implemented.

Table 1. Tourist Visit Data in Pampang Cultural Village

No	Month	Unit	2023			2024		
			Interns Tourist	Domestic Tourist	Total	Interns Tourist	Domestic Tourist	Total
1	January	people	0	875	875	7	890	897
2	Feb	people	0	700	700	21	1,180	1,201
3	March	people	0	1,200	1,200	2	765	767
4	April	people	0	950	950	7	904	911
5	May	people	0	955	955	22	918	940
6	June	people	79	3,500	3.579	28	3,402	3.430
7	July	people	5	1,400	1,405	11	973	984
8	August	people	0	1,090	1,090	2	866	868
9	September	people	10	1,600	1,610	13	2,343	2,356
10	October	people	4	900	904	8	1,045	1,053
11	Nov	people	0	890	890	9	987	996
12	December	people	0	1,300	1,300	20	2,567	2,587
Total			98	15,360	15,458	150	16,840	16,990

Data source: Pampang Cultural Village

Table 1 provides an overview of tourist visit data in Pampang Cultural Tourism Village during 2023 to 2024. The data includes the number of domestic tourists (Wines) and foreign tourists (Wisman) who visit each month. In 2023, the total number of tourists reached 15,458 people, consisting of 15,360 domestic tourists and 98 foreign tourists. Meanwhile, in 2024, the total number of tourists increased to 16,990 people, consisting of 16,840 domestic tourists and 150 foreign tourists.

Analysis of the Number of Visitors September–December 2023-2024, shows that in September 2023, the number of domestic tourists visiting was 1,600 people and international tourists 10 people, so that the total number of visitors reached 1,610 people. After the implementation of the program, there was a significant increase in the same month in 2024, with domestic tourists reaching 2,343 people and international tourists 13 people, so that the total was 2,356 visitors. The increase of 46.3% shows the effectiveness of the program implemented.

In October 2023, Pampang cultural tourism was visited by 900 domestic tourists and 4 international tourists, with a total of 904 visitors. After the program was implemented, the number of visits increased to 1,045 domestic tourists and 8 foreign tourists. This 16.5% increase shows the positive impact and efforts of digital marketing and improvement of event management. In November 2023, 890 domestic tourists were recorded without any international tourists, so the total number of visitors was 890 people. After the implementation of the program, the number of domestic tourists increased to 987 people, with an additional 9 international tourists, resulting in a total of 996 visitors. The growth of 11.9% indicates an increase in attractiveness for local and international tourists.

December 2023 recorded 1,300 domestic tourists, without international tourists, so the total was 1,300 visitors. After the implementation of the program, the number of domestic tourists increased sharply to 2,567 people, plus 20 international tourists, so the total

number of visitors reached 2,587 people. An increase of 99% or almost double compared to the previous year shows the extraordinary impact of the marketing and branding strategies implemented.

Overall, the total number of tourist visits to Pampang Cultural Tourism in the period from September to December experienced a very significant increase. In 2023, the total number of tourists for this period was 4,700 visitors (including domestic and international tourists), while in 2024 it increased to 7,992 visitors, which means an increase of 70.1%. The main factors contributing to this increase include the implementation of destination branding to increase public awareness and the appeal of Pampang Cultural tourism. This is in line with research that digital marketing, especially social media, has a positive impact on destination brand awareness and tourist loyalty. (Hadianfar, 2021).

The biggest spike occurred in September and December 2024. Digital marketing and branding can increase the competitiveness of tourists.(Seyfi et al., 2020)This also shows that digital-based marketing innovation is essential in branding tourist destinations. The brand image and identity of a destination directly affect tourist visits.("New Construction of the Integration of Intangible Cultural Heritage and Tourism Industry," 2024) Thus the destination brand image contributes to economic growth in the host tourism community. (Elizabeth et al., 2023).

After implementation, the program was evaluated to measure the effectiveness of the applied solutions. The evaluation results indicated that service excellence training successfully enhanced participants' understanding of service standards and event management, although some resistance remained regarding modifications in cultural performances. The information boards proved helpful in providing tourists with clear details about ticket prices and available services, reducing the confusion that was previously common. The redesigned photo session tickets improved transparency and minimized visitor complaints related to the payment system. Additionally, the **tourism brochures** received positive feedback from visitors, mainly because they introduced **new** attractions **t**hat had previously been under-promoted. To ensure the program's sustainability, several further development steps are recommended, including regular training sessions for tourism managers to maintain service quality. The development of a digital tourism platform is also a key strategy to make information about Pampang Cultural Village more accessible online. Moreover, additional varied tourist attractions, such as cultural education tour package**s** and interactive performances, should be introduced to enhance visitor engagement and experience.

4. Conclusion

Community service activities carried out in Pampang Cultural Village have succeeded in achieving the main objective, namely improving the management of cultural tourism destinations through a community-based and technology-based approach. The program found that active collaboration between local communities and stakeholders, supported by relevant training and the implementation of digital solutions, was able to overcome the main challenges in destination branding. Stronger local cultural identity, better tourism services, and increased tourist visits are the tangible results of this

program. This achievement proves that innovation in cultural destination management not only increases tourist appeal but also provides a positive economic impact for local communities.

For the next implementation, the community service program can be directed towards developing new tourist attractions, strengthening strategic partnerships, continuous monitoring and evaluation and strengthening technological capacity.

Acknowledgement

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