

SOCIAL MEDIA BRANDING, DESIGNING A DISPLAY HOUSE, AND COFFEE TABLE BOOK COUNSELING FOR THE IRINA WOMEN'S COMMUNITY

By

Handriyotopo¹, Sunarmi², Yuninggar Renaningtyas³, Muthia Anas Salma⁴, Reno Abdurahman⁵
^{1,2,3,4,5} Fine Arts Study Program Postgraduate Masters Program, Indonesian Institute of the Arts Surakarta, Indonesia
Email: handriyo@isi-ska.ac.id

Article Info

Article history:

Received Sept 26, 2024

Revised Oct 15, 2024

Accepted Nov 21, 2024

Keywords:

Social Media Branding,
Social Community,
Tourism Village,
Agrotourism

ABSTRACT

Karangnyar is one of the districts that has the potential to become a tourist village. Nglebak Village is one of the many tourist villages that still need branding education assistance. How Nglebak Village has the potential for every house to utilize land for living barn plants can be recognized through branding strategies by conducting training in utilizing social media as an effective strategy for the IRINA women's community. The first branding strategy is to create a visual identity that is useful for building a different identity, resulting from brand creativity when choosing the most effective logo name. Second, through the design thinking method and branding strategy from Marty Neumeier, he will try to instill an image of a tourist village that is different from the existing one.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Handriyotopo

Fine Arts Study Program Postgraduate Masters Program Indonesian Institute of the Arts Surakarta

Email: handriyo@isi-ska.ac.id

1. INTRODUCTION

Nglebak Village is one of the villages in Tawangmangu District that has not been touched by tourism. This village has a lot of potential in the fields of ornamental plants, polowijo, and living barn plants. The majority of the village's population works as farmers but generally does not want to rent a house for accommodation, like other villages in Tawangmangu. Unfortunately, the cultural potential that is so rich in natural beauty has not been utilized properly. The desire to make a tourist village exists but does not want to do it with accommodation, they prefer to offer tourism that provides educational value about herbal medicine. The ability to farm is already owned like other villages, but the human resources for branding are not yet owned. Therefore, the Team from the ISI Surakarta Postgraduate Program considers it important to provide education about branding for Nglebak Village. Activities carried out to achieve these goals include community development in terms of branding, branding training, which of course is accompanied by training in empowering living barn plants as a health education tourism destination. The management of tourist villages is very important because the potential it has, both natural tourism, culture, and village communities must be maximized. All existing tourism potentials must be improved in quality in order to increase village income and improve tourism infrastructure and facilities.[1] Thus, this activity is an empowerment effort which is an effort to provide autonomy, authority, or trust to each individual in an organization so that the individual can be empowered and creative in doing everything that will bring benefits to themselves and others.[2]

Each region has its own characteristics as a tourist destination, including Karanganyar Regency which has a variety of unique and distinctive traditional foods that can be purchased as souvenirs.[3] Karanganyar is one of the regencies that has the potential to become a tourist village, but not all of them have been developed properly. There are still several villages that need a helping hand in educating tourist village branding, namely Nglebak Village. Of course, seeing all the potential that the village has is an important part of the first branding strategy, namely creating a visual identity. The output of brand creativity in choosing the most effective logo name is building a different identity.[4] The use of inclusive images in branding efforts or other communications is one example of this branding

strategy, and this is a common practice in positioning tourist city or village destinations.[5] The form of visual identity or logo as an effort to instill a different tourist village image from the existing one. A brand is defined as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” according to the American Marketing Association.[6]

Based on the results of the field survey and study of village potential, several phenomena were obtained, including Ngeblak Village has the potential for land for living barn plants in every house. The survey was conducted as one of the options to provide development information at the regional level, namely mapping village potential. This meets the requirements needed to achieve sustainable development goals (SDGs).[7] The survey results show that this village has the potential for plants or farming businesses that have not been marketed optimally or it can be said that the results of the plants have not been utilized properly. Sometimes the results of the living barn plants are simply thrown away because they are not selling, even almost all of the harvest is piled up again because they are unable to distribute to consumers. Sometimes the community takes it to help distribute to consumers. The results of the living barn harvest that were thrown away in Nglebak turned out to be very useful in other villages that are in great need. Based on interviews with community leaders in Nglebak Village, the community actually wants to create a tourist village that can provide education about the benefits of plants and can also sell their crops. However, they do not yet have ideas and solutions on how to do it. Nglebak Village needs a helping hand from various parties, especially qualified human resources to provide solutions in offering the village's potential to consumers.

Empowering the potential of village communities as an effort to implement Law Number 6 of 2014 concerning Villages, every village in Indonesia has a very big opportunity to develop each potential it has independently according to their respective needs in order to realize community welfare.[8] To attract tourists, especially domestic tourists, appropriate promotion or branding is carried out in the current era of digital social media. This is important for the community to encourage the tourism industry to be technology literate, because tourism recovery depends on the use of technology as a main strength strategy.[9] One of the interesting things in filling social media content as a branding media for Ngeblak village, which is the most besides YouTube, is Instagram. In terms of advertising, Instagram offers various features to its users, such as carousels, snapgram stories, photos, videos, to advertisements on the explore page.[10] In addition to conveying sales messages, branding and advertising combine elements that become brand identities. Of course, a strong brand is able to win market competition. To win the market, research on strengths, weaknesses, and opportunities is important.[11]

2. RESEARCH METHOD

The implementation method of the Nglebak Tawangmangu Tourism Village Branding program in Karangnyar Regency through the Empowerment of the Potential of Living Barn Plants is:

1. Observation of Nglebak Village as the destination village.
2. The Branding Concept of the Nglebak Tawangmangu Tourism Village in Karangnyar Regency through the Empowerment of the Potential of Living Barn Plants by the ISI Surakarta Postgraduate PKM team. To create a primary visual identity for Ngeblak Village through design thinking. The visual identity design method known as the design thinking approach begins with the desire to solve social problems. The process used to produce creative designs is the design thinking model approach. This model outlines five steps: empathize, define, ideate, prototype, and test.[12]
3. Marty Neumeier's visual branding theory supports this applied research approach. An in-depth branding strategy analysis will provide an understanding of how effective and powerful the visual branding strategy is in forming the Top of Main. [9] In his book *The Brand Gap*, Ngeblak has the potential for every house to utilize land as a living barn plant. divides visual branding into five stages of research: differentiation, collaboration, innovation, validation, and growth.[13]

3. RESULTS AND DISCUSSION

Meeting with Pokdarwis

Community Service Activities in order to see the tourism potential of Nglebak village met with Pokdarwis. Incidentally, this Pokdarwis is being fostered by the Aisiyiah women's study group. Why is that, because of household problems, especially women, although not the main ones in earning a living unlike men, they also want to get additional income. These mothers are considered aware of the potential of the village which is part of the Aisiyiah study group of Nglebak village, to hold counseling and training to map the potential of their village. The arrival of the Community Service team from the ISI Surakarta Postgraduate Program was welcomed. This visit was interspersed with a gathering with the Pokdarwis mothers, in the afternoon. The meeting place was at the Mosque, where the mothers would conduct study activities.

Our arrival as an introduction attempted to convey the intent and purpose of the activity. The essence of this first visit was to convey that there would be counseling to maximize the potential of Nglebak Village, in terms of the rice barn that has been managed so far, its promotion will be maximized so that it has a greater economic impact. This meeting, which lasted no more than 2 hours, was meaningful enough to prepare research data and compile a counseling agenda for the following day.



Figure 1. One of the potential souvenir products from Nglebak Village that needs to be introduced through social media such as Instagram and sales via TikTok.
(dok. Handriyotopo, 2024)



Figure 2. Potential of vegetable plants for the Nglebak village food barn.
(dok. Handriyotopo, 2024)

Counseling on the Potential of Nglebak Village with Introduction to Promotional Media

The next meeting with Pokdarwis was to conduct counseling. The material was presented in 3 (three) themes. The first counseling was how to maximize the location of the yard or living room as a place to display agricultural products or UMKM merchandise. The second conveyed the importance of coffee table books as a means of promotion and persuasion of village potential sales. The third conveyed counseling on the importance of promotion on social media Instagram and TikTok in the era of technology 5.0. The enthusiasm of the Aisyiyah Pokdarwis mothers filled the prayer room starting at 13.00 WIB until Asr.

The first material was delivered by Yuninggar students, namely how to arrange a living room as an attractive display area for visitors when they are going to make a purchase of living barn plant products aesthetically so that they are interested in buying. A living room that is arranged in such a way has a unique layout and creates an important persuasive value that cannot be separated from the function of the living room itself as a place to display or exhibit small and medium scale economic products. The second material was delivered by Reno Abdurrohman students. The first material delivered was about the importance of a coffee table book. It still sounds foreign to mothers who live in villages, because reading books as literacy is still minimal. However, Reno tried to convey the material well. So the coffee table book functions as a promotional tool that displays photos or images of village potential that can be sold to visitors when they stop by at a coffee shop or restaurant in the Nglebak village tourist area. The form of the coffee table book is filled with pictures or photos of village potential, arranged attractively and printed digitally. There is one

example that was brought to be delivered to the Pokdarwis mothers, so that they better understand the meaning and importance of the book.



Figure 3. Muthia delivered counseling material to maximize Instagram media for product promotion.
 (dok. Handriyotopo, 2024)

The third material was delivered by student Muthia, with an explanation of how to maximize Instagram media as a contemporary social media. At this stage, partners are given material on how to create and run social media, namely Instagram and TikTok.[14] So Instagram as a social media is not only a place for rice to display personal photos, but can also be a medium to introduce the potential of tourism products to a wider audience without limits. Instagram feeds in the form of photos and videos can be used to get feedback from netizens and followers to be able to make transactions with them. For the next media as a transaction media, there are several specific applications that are used by affiliates to make a significant contribution in persuading consumers such as online sales media shopee, bli-bli.com, tokopedia, bukalapak, etc. However, what is no less important at this time is social media that is live directly with consumers is tiktok.

Visual identity design for branding the IRINA community in Nglebak Village

Introducing village potential, as an important asset in branding efforts and educating villages to brand themselves so that they can be widely known by the public. So at the beginning of this counseling, it is necessary to socialize the importance of social media and promotion as an educational medium. This is important so that Pokdarwis can maximize its potential through social media which is currently an important part of promotion in the 5.0 era. Villages must be able to maximize their potential through various social media platforms and recognize online or online transactions. Mastery of knowledge about brands or brands as identities in certain communities organically cannot be done by everyone. The brand or brand of a company or community is an important asset in efforts to introduce products and the potential of tourist villages that are different from other companies or small economic entrepreneurs. In the process of creating a brand or brand of Pokdarwis potential in the IRINA community container is not easy, so at the beginning, identifying data is an important part of the thinking design process.

Aisiyiah has a strong interest in social welfare and women's economic empowerment efforts.[15] The IRINA Women's Community is part of the Aisiyiah communal development and women's education in Muhammadiyah already has a special logo. The existence of Aisiyiah in Indonesia has colored the importance of education, especially for women. Aisiyiah already has an economic council in every region such as Nglebah Village in optimizing the role of women for family economic resilience through economic empowerment. Some of 'Aisiyiah's contributions to improving women's economy include encouraging women's involvement in cooperatives where currently 'Aisiyiah already has a national-level cooperative parent, the establishment of BUEKA ('Aisiyiah Family Economic Business Development), development of women's economic products, the establishment of SWA ('Aisiyiah Entrepreneurship School), and the establishment of KUKA ('Aisiyiah Family Business Clinic).

Application of Packaging Design as Branding in Agricultural Product Production

Vegetables are the main crops in the agricultural village of Nglebak, producing various types of main vegetables. According to design theory, this is related to how to promote vegetable products with segmentation to the wider community, not only sold in traditional markets, so attractive packaging is designed. Why is that? This is an effort to provide a positive image in the minds of consumers who buy main vegetables, especially cabbage, mustard greens, carrots and various types of beans and carrots. The creation of iconic packaging designs and branding efforts for the IRINA economic community will provide many positive things for many parties. Not only small economic actors, but will increase their economic revitalization, but also for society as a whole.[16]

Vegetable Rack Design by Utilizing Waste Wood Packaging Materials

Understand the meaning and function of window displays, the interior and exterior are arranged according to their place so that visitors no longer have difficulty in finding the products they are looking for, arranged as attractively as possible.[17] In Nglebak Village, there are also many used wood or unused shelves found at home, which can be an interesting alternative for displaying various types of vegetables. Used wood materials used for display are usually made of sengon wood or Dutch teak wood.



Figure 4. Yuninggar provided counseling on how to maximize the living room as a display space for souvenir products from entrepreneurship.

(dok. Handriyotopo, 2024)

Designing Village Potential for Branding Activities through Coffee-table Books

Coffee table books are books that are often displayed on tables and placed in guest reception areas. [18]A coffee table book, also known as a cocktail table book, is a large book, usually hardback, that is intended to be displayed on a table and to attract the attention of guests in a way that invites them to spend time or start a conversation. There is Umbul Udalan tourism which may be expected to be able to contain the potential of tourist villages in Nglebak village, but further data tracing is needed so that it can be implemented optimally. When delivering counseling to the Muslim mothers' study group in Nglebak village, how to make this coffee table book is possible to conduct further research so that the creation of this book can be maximized as an important reference for Nglebak village. The contents of this book are of course as a promotion of a village that is worth visiting as a tourist destination that has potential not only in terms of nature, but also in terms of agribusiness.

To design a coffee table book, like any other book, you need to focus on the following aspects: Theme, Content, Size, Design, Printing, Publishing However, there are certain aspects that are different from other non-fiction books or marketing brochures: Coffee table books tend to be more visual. They are mostly filled with stunning photographs or beautiful illustrations accompanied by captions and small blocks of text. They tend to have larger dimensions to enhance the visual impact.

4. CONCLUSION

Many village branding promotion activities are carried out. One of them is Nglebak Village which has a potential water source called Umbul Udalan which currently has the potential to attract tourists. However, the potential of Nglebak Village has not been optimized to be better promoted related to the wealth of agricultural potential, especially in the field of vegetable crops. Through this partnership PPM, postgraduate students collaborate with mothers, especially mothers from the IRINA study community to increase their knowledge by providing training related to village branding strategies through Instagram, Tiktok, display design of display houses and coffee table books.

The PKM Partnership of Nglebak Village has potential that has not been fully explored. Thus, this PKM research has the potential to be developed into other partnerships. The partnership with the Umbul Udalan manager is related to the design of a coffee table book at the water tourism destination. The types of potential marketed include UMKM snacks, local artist crafts, and the potential in the Udalan swimming pool itself.

5. ACKNOWLEDGEMENTS

Gratitude is expressed to the LP2MP3M ISI Surakarta unit which ultimately resulted in Community Service activities related to the empowerment of the IRINA women's community in Nglebak Village which were implemented well.

REFERENCES

-
- [1] S. D. A. Siti Puji Lestariningsih, Destiana, "Pemetaan Potensi Wisata Berbasis Sistem Informasi Geografis Untuk Pengembangan Desa Wisata Sungai Kupah Kabupaten Kubu Raya," 2022, pp. 172–181.
 - [2] D. P. Diwanti, E. Andriyani, and R. S. Herawati, "NUSANTARA : Jurnal Ilmu Pengetahuan Sosial Pemberdayaan Perempuan Melalui Bina Usaha Ekonomi Keluarga ' Aisyiyah (Bueka)," vol. 6, no. 2, pp. 194–206, 2019.
 - [3] R. Sunarmi, Handriyotopo, Ersnathan, B. Prasetyo, R. Abdurrahman, Y. Renaningtyas, and N. W. Priyandani, "ISI Surakarta Holds Training To Empower Aisyiyah Residents Increase The Trade Value Of Typical Karanganyar Souvenirs," *Int. J. Soc. Sci.*, vol. 3, no. 4, pp. 491–498, 2023.
 - [4] P. De Lencastre, C. Joana, and P. Costa, "The effect of brand names and logos ' figurativeness on memory : An experimental approach," *J. Bus. Res. J.*, vol. 164, no. January, 2023, doi: 10.1016/j.jbusres.2023.113944.
 - [5] W. Belabas and B. George, "Do inclusive city branding and political othering affect migrants ' identification ? Experimental evidence," *Cities*, vol. 133, no. November 2022, p. 104119, 2023, doi: 10.1016/j.cities.2022.104119.
 - [6] J. Kay, *Advertising and Branding*. 2003.
 - [7] S. B. Wijaya, A. Purwanto, and S. Prasajo, "Analisis Karakteristik Potensi Desa Dengan Menggunakan Analisis Biplot - Studi Kasus di Desa Bendosari , Kecamatan Pujon , Kabupaten Malang (Characteristic Analysis Of Village Potential Using Biplot Analysis)," pp. 407–415.
 - [8] Abdurrokhman, *Pengembangan Potensi Desa*. Banyumas: Widya Swara pada Kantor Diklat Kabupaten Banyumas, 2014.
 - [9] N. R. A. C. Marwanto, A. B., Afrianto, D. T., & Dwi Atmaja, "'Monumen Kreweng' 3D Animation Video As a Visual Branding Strategy for Juron Tourist Village," *Capture J. Seni Media Rekam*, vol. 12, no. 2, pp. 196–206, 2021, doi: 10.33153/capture.v12i2.3572.
 - [10] S. M. Hannani and A. Rosmiati, "Analisis Brand Awareness Konsumen Melalui Iklan ' Sumba Scarf Signature ' Wearing Klamby di Media Sosial," vol. 4, no. 2, 2023.
 - [11] Handriyotopo, *Seni Desain Periklanan Dalam Perspektif*. Surakarta: ISI Press Surakarta, 2022.
 - [12] A. Fami, A. T. Aprilian, A. A. Rohim, and Z. Prameswari, "Pembuatan E-Book Desa Candirejo Kecamatan Borobudur Dengan Menggunakan Design Thinking," vol. 4, no. 2, pp. 130–140, 2023.
 - [13] Marty Neumeier, "The Brand Gap, How To Bridge The Distance Between Business Strategy And Design," 2003.
 - [14] N. Ekasari, N. Hasanah, A. Perdana Siregar, N. Sari, and A. Titi Nifita, "Implementasi Digital Marketing dan Inovasi Kemasan Kue Bengen Produk Kuliner Khas Jambi," *J. Inovasi, Teknol. dan Dharma Bagi Masy.*, vol. 1, no. 1, pp. 37–42, 2019, doi: 10.22437/jitdm.v1i1.8675.
 - [15] M. Sungaidi, "' Aisyiyah Organisasi Perempuan," *J. Manaj. Dakwah*, vol. 3, no. 1, pp. 34–43, 2017.
 - [16] A. N. Elinda Oktavia, "Pengembangan Desain Kemasan Kuliner Jajanan Khas Daerah," *J. Tingkat Sarj. Senirupa dan Desain*, vol. 1, no. 1, pp. 1–10, 2019.
 - [17] I. Mutiah, D. Parawansa, and A. R. Munir, "The Effect of Visual Merchandising, Product Display Dan Store Atmosphere on Impulse Buying Behavior (Case Study on Matahari Department Store in Makassar City)," pp. 88–103, 2018, [Online]. Available: <https://www.neliti.com/publications/236115/the-effect-of-visual-merchandising-product-display-dan-store-atmosphere-on-impul>.
 - [18] I. Y. P. Annisa Sekarani YS, Arryadianta, Rangga S. Rinjani, "Konsep coffee table book bertema landmark di kota jakarta," *JSRW (Jurnal Senirupa Warn.)*, vol. 10, no. 1, pp. 78–101, 2022.
-