

Enhancing Janti Park's Marketing Strategy through Human Resources Digital Training

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Abstract

This Community Service Activity aims to strengthen the digital marketing strategy of Janti Park Tourism Park, Klaten, which faces stiff competition from similar water tourism destinations, by improving human resource capabilities in visual content production. The method used is training and hands-on practice carried out in three main stages: mentoring icon design, producing a snowman as an official icon, technical training in video shooting and editing, and graphic design training, this activity culminates with mentoring in creating promotional video content. The main results of this community service activity are the formation of a new digital marketing team skilled in producing ready-to-upload content, as well as a drastic increase in the frequency of promotional content posting on social media. Before the training, uploads were made on average once every two weeks or 2–3 times per month. After the training and mentoring, the posting frequency increased sharply to once every two days, or around 15–16 pieces of content per month, which indicates significant social media optimization and improved digital marketing performance to strengthen Janti Park's branding and visibility.

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1. INTRODUCTION

Janti Park is located in Ngendo hamlet, Janti village, Polanharjo, Klaten. It is managed by the Village-Owned Enterprise (BUMDes) and the Janti Village Youth Organization (Klaten). Currently, there are numerous similar tourist attractions near Janti Village, including Sibliarak Water Park and Umbul Kemanten in Sidowayah village, Umbul Pelem in Wunut village, Umbul Nilo in Dalem village, Umbul Pongok in Ponggok village, Umbul Besuki (owned by Besuki Tourism Awareness residents), Umbul Kapilaler in Umbul Sari village, and Umbul Cokro (Klaten Regional Government). With numerous competitors in the same Polanharjo sub-district, competition is expected to intensify.

Therefore, contemporary promotional media are needed to reach a large number of visitors from outside the area. Digital marketing through social media can be used to reach a wider consumer base[1]. Social media is now used not only for social activities but also for business and commerce purposes, or in other words, digital marketing, as a form of marketing expansion[2]. One trading system that utilizes advances in information technology is known as digital marketing[3]. Digital marketing is a marketing strategy that promotes goods and services through various online platforms such as social media[4], [5]. Using promotional strategies through social media can improve marketing performance[6], [7].

Strategies that can be implemented to help strengthen product branding include graphic design and marketing training. Digital marketing (DM) refers to promotional activities carried out through internet-based platforms to engage and reach target consumers[8] , Digital marketing is

a form of technology adaptation that enables collaboration between companies, customers, and partners to create and maintain the value of products and services[9] . It is hoped that after the training there will be 2 Janti Park tourist park employees who are able to carry out digital marketing and 10 video contents that are routinely uploaded to social media.

2. IMPLEMENTATION METHOD

This community service program was implemented using a participatory action approach, combining theoretical training, intensive mentoring, and direct practical workshops tailored for the employees of the Janti Park tourism destination. To ensure structural clarity, the implementation was executed systematically through two distinct phases: the brand identity formulation phase and the digital capacity-building phase.

Phase 1: Brand Identity Exploration and Icon Formulation

The initial phase focused on mentoring the design of the destination's icon and brand ambassador. To establish an authentic identity, a series of deeply structured interviews were conducted with key stakeholders, including the Director of the Village-Owned Enterprise (BUMDes), village elders, and local historical sources. These interviews aimed to excavate the historical origins of Janti Village and trace the developmental trajectory of Janti Park. Following comprehensive data collection and a prolonged focus group discussion (FGD), a consensus was officially reached on May 16, 2025, adopting the "snowman" (boneka salju) as the signature icon of the Janti Park tourism area.

Phase 2: Digital Marketing, Graphic Design, and Video Content Training

The subsequent phase shifted toward operationalizing digital marketing strategies through specialized graphic design and video production training. This phase was anchored in the conceptual framework that digital marketing via mobile devices, smart products, and artificial intelligence (AI) broadly optimizes marketing processes, enabling cross-institutional communication and enhancing customer value delivery[10]. Furthermore, optimizing online media channels is imperative to ensuring that the destination's branding is widely accepted and recognized by the broader public[11], [12]. This training and practical workshop session was executed in August 2025, utilizing two strategic locations: the Sadewo Pavilion (Pendopo Sadewo) within the Janti Park complex and the computer laboratories at the University of Tiga Serangkai campus.

3. RESULTS AND DISCUSSION

The development of Janti Park's visual identity began with the formulation of three distinct icon design concepts: a mini-train (*sepur kelinci*), a snowman, and a portrait of one of Janti Park's foundational pioneers. Following rigorous deliberations with the management, the snowman icon was officially selected. This character strategically encapsulates the core brand identity of Janti Park as a child-friendly water tourism destination, which is widely recognized for its signature artificial snow attraction (*mandi salju*).



Figure 1. Icon Submission Handover

The initial design concepts were formally handed over to Ms. Diena, the General Manager of Janti Park, on May 28, 2025, marking the baseline phase of the visual identity redesign (Figure 1).



Figure 2. Icon Selection Discussion with Janti Park Management

Subsequently, a decisive alignment meeting was convened on June 4, 2025, to finalize the corporate mascot (Figure 2). The management consensus consolidated the snowman as the official icon, citing its high alignment with the park's recreational theme and market positioning.

To operationalize the digital marketing strategy, a structured capacity-building program was executed for the park's employees. This training model integrated participatory learning, hands-on simulations, and post-training mentorship to ensure that newly acquired digital skills could be immediately institutionalized into daily business workflows[3], [13]. Participants were equipped with both tactical and technical competencies in managing corporate social media accounts, generating high-engagement promotional content, and leveraging user-friendly digital tools such as Canva and CapCut[13].

The technical execution was carried out through sequential practical workshops as follows:



Figure 3. Video Production and Shooting Field Training

Video Shooting Technique Workshop (August 5, 2025): Held at the Sadewo Pavilion (*Pendopo Sadewo*), this session focused on camera angles and framing, concluding with direct field videography throughout the Janti Park complex (Figure 3). The raw footage was uploaded to a shared Google Drive repository to serve as the primary material for the editing phase.



Figure 4 : Video Editing Workshop at Universitas Tiga Serangkai

Video Editing Practical Session (August 6, 2025): Hosted at the Universitas Tiga Serangkai campus computer laboratory, the workshop was officially opened by the Head of the Study Program and received high enthusiasm from the participants (Figure 4). Trainees practiced editing their self-shot footage using mobile software, focusing on pacing and audio overlay.



Figure 5 : Graphic Design Training Using Canva

Graphic Design and Branding Workshop (August 12, 2025): Designed to facilitate the independent creation of posters, pamphlets, and flyers, this session utilized the Canva application (Figure 5). The relaxed yet highly productive learning atmosphere enabled staff to autonomously design visual marketing materials tailored to Janti Park's promotional needs.



Figure 6. Content Creation Mentorship and Production Execution

On August 20, 2025, the final phase involved the co-creation of high-quality promotional video assets. The Janti Park digital marketing team, partnered with three student talents and supervised by the Universitas Tiga Serangkai community service team, executed a structured videography workflow (Figure 6). The shooting path followed a planned visitor experience journey: starting from the parking facilities, moving through the ticketing counter, observing diverse recreational angles, highlighting the culinary/lunch experience, and concluding at the iconic 'Janti Park' overhead bridge as the content's thematic climax.

The definitive outcome of this multi-stage intervention demonstrated a significant quantitative shift in social media performance metrics, as summarized in **Table 1**.

Table 1. Social Media Metrics Optimization Pre- and Post-Intervention

Marketing Metrics	Pre-Intervention Condition	Post-Intervention Condition	Impact/Shift
Posting Frequency	Bi-weekly (2–3 posts / month)	Bi-diurnal (1 post / 2 days)	~30 posts / month (1000%)
Content Platforms	Underutilized IG & TikTok	Optimized IG & TikTok	Active cross-platform presence
Visual Assets	Generic / inconsistent	Standardized (Snowman Icon & Canva Kits)	Cohesive brand identity

This empirical surge aligns with contemporary marketing literature indicating that leveraging structured social media promotion directly catalyzes overall marketing performance metrics[6]. By optimizing these digital channels, enterprises can successfully amplify their brand visibility, cultivate an appealing digital brand image for Janti Park, and reinforce consumer engagement loops[14]. Ultimately, as corroborated, the sustainable success of such digital marketing shifts heavily relies on sustained digital literacy, robust technology infrastructure, authentic personal interaction, and systematic client relationship management [15]—all of which were successfully fostered through this community service initiative.

4. CONCLUSIONS

This community service program has successfully accelerated the digital transformation of Janti Park by establishing a dedicated, highly skilled digital marketing team capable of independently producing high-quality, platform-ready promotional content. The program achieved

two core milestones: first, the official formulation and handover of the "snowman" icon as Janti Park's definitive visual brand identity; second, a remarkable behavioral shift in social media management. The frequency of marketing publications on Instagram and TikTok escalated dramatically from a baseline of once every two weeks (2–3 posts monthly) to a highly consistent schedule of once every two days, yielding a steady output of 15 to 16 targeted promotional posts per month.

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