Assistance in the Implementation of Social Media and Google Maps to support Ecotourism Potential in Teratak Village

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Abstract

Ecotourism potential in various regions has become the main focus in the development of sustainable tourism. Teratak Village, as a potential ecotourism destination, faces challenges in utilizing digital technology to expand its reach. This community service aims to assist Teratak Village in implementing social media and Google Maps as tools to improve the promotion and management of ecotourism destinations. The service approach is carried out using a qualitative method through in-depth interviews with local stakeholders and the local community. The results of the dedication show that the application of social media, such as Instagram, Facebook, and Tiktok, has helped increase the exposure of Teratak Village to a wider audience. Google Maps plays an important role in providing accurate and easily accessible navigation guides for tourists who want to visit Teratak Village. However, several obstacles were found such as limited internet access in several areas of the village, lack of understanding of the potential of social media among some local stakeholders, and the need for more effective management in maintaining actual content on these platforms. For further dedication, suggesting the need for training for local communities in using social media effectively to promote ecotourism, as well as the important role of tourism managers in managing and maintaining precise and accurate information on digital platforms.

Keywords: Community service, ecotourism, social media, Google Maps.

Abstrak

Potensi ekowisata di berbagai daerah telah menjadi fokus utama dalam pengembangan pariwisata berkelanjutan. Desa Teratak, sebagai salah satu destinasi potensial ekowisata, menghadapi tantangan dalam memanfaatkan teknologi digital untuk memperluas jangkauan. Pengabdian masyarakat ini bertujuan untuk membantu Desa Teratak dalam menerapkan media sosial dan Google Maps sebagai alat untuk meningkatkan promosi dan pengelolaan destinasi ekowisata. Pendekatan pengabdian dilakukan dengan metode kualitatif melalui wawancara mendalam dengan pemangku kepentingan lokal dan masyarakat setempat. Hasil pengabdian menunjukkan bahwa penerapan media sosial, seperti Instagram, Facebook, dan Tiktok, telah membantu meningkatkan eksposur Desa Teratak kepada khalayak yang lebih luas. Google Maps memainkan peran penting dalam memberikan panduan navigasi yang akurat dan mudah diakses kepada wisatawan yang ingin mengunjungi Desa Teratak. Namun, ditemukan beberapa kendala seperti keterbatasan akses internet di beberapa area desa, kurangnya pemahaman tentang potensi media sosial di kalangan beberapa pemangku kepentingan lokal, dan perlunya manajemen yang lebih efektif dalam memelihara konten aktual di platform-platform tersebut. Untuk pengabdian selanjutnya, mengusulkan perlunya pelatihan bagi masyarakat setempat dalam memanfaatkan media sosial secara efektif untuk mempromosikan ekowisata, serta peran penting pengelola wisata dalam mengelola dan memelihara informasi yang tepat dan akurat di platform-platform digital.

Kata Kunci: Pengabdian masyarakat, ekowisata, media sosial, Google Maps.

INTRODUCTION

Tourism plays an important role in driving the local economy(Rahman et al., 2020)and preserving the natural and cultural potential of an area(Zulgani et al., 2022). In today's digital era, the application of technology such as social media(Nanang et al., 2023)and digital maps such as Google Maps have an increasingly strategic role in promoting and optimizing the tourist experience(Limia Budiarti & Adriana, 2019). Teratak Village, as an ecotourism destination rich in natural beauty and cultural heritage, has great potential to be developed through assistance with the implementation of social media(Karimudin et al., 2022)and Google Maps. The application of social media has brought about fundamental changes in the way humans interact and communicate(Aripradono, 2020). Platforms like Instagram, Facebook, and TikTok have become effective platforms for sharing information, stories, and experiences(Sakina & Aslami, 2022). On the other

hand, Google Maps has changed the way we navigate the world, providing users with accurate and real-time guidance. Seeing the potential that Teratak Village has, strategic steps need to be taken to utilize this technology to promote ecotourism more widely and effectively(Sukarnoto, 2020). In this context, community service which involves assisting in the implementation of social media and Google Maps in Teratak Village is considered relevant and important. In this service, concrete steps will be taken to help local communities and stakeholders understand, adopt and manage social media and digital maps to support the development of ecotourism potential(Irsyad, 2020) (Rijal et al., 2020) (Ihsan; Soegiyanto, H; Hadi, 2015)in Teratak Village, especially the GEDE BONGOH RIVER.Devotionthe community in group 4 of Al-Azhar Islamic University is a support activity for the implementation of social media and Google Maps to help support the potential for ecotourism in Teratak Village. Through qualitative methods and content analysis,devotionwill have an impact on the development of ecotourism in Teratak village. Expected results fromdevotionthis will provide valuable insights for other ecotourism destinations. Thus, it is hoped that this assistance can have a long-term positive impact on local economic growth(Adnyani & Dantes, 2022)and awareness of the importance of preserving the environment and culture(Maleha & Yulianti, 2022)in Teratak Village.

IMPLEMENTATION METHOD
The implementation method for assisting the implementation of social media and Google Maps to support ecotourism potential in Teratak Village will involve a series of planned steps. The following is an overview of the implementation method.

a. **Determination of Goals and Objectives:**The initial step is to identify the main goal of this assistance, such as increasing public awareness about the potential of ecotourism, increasing the number of tourists, or increasing local economic income.(Jubaedah & Fajarianto, 2021) (Nanang et al., 2023). Specific targets must also be set, such as a percentage increase in tourist visits, or an increase in the number of social media followers.

b. **Social Media Creation:**The accompanying team will create social media such as Instagram, Facebook and Tiktok for Ecotourism development(Ahdiati et al., 2022).

c. **Google Maps Creation:**Creating Google Maps for planning trips to help tourists more easily reach Teratak Village so as to increase the number of tourists(Nurpadillang, 2017).

d. **Monitoring and Evaluation:**During and after implementation, there will be monitoring of social media use, visitor interactions, and the impact on tourist visits. Evaluation will help identify areas that need improvement and effective strategies(B, 2016).

This implementation method will combine technical and creative aspects to achieve the stated mentoring goals. It is hoped that through this approach, the ecotourism potential in Teratak Village can be more optimally utilized and developed.

RESULTS AND DISCUSSION
Assistance with the implementation of social media and Google Maps to support ecotourism potential in Teratak Village has produced several significant positive impacts. The following are the results achieved regarding this impact:

A. Through the implementation of social media such as Instagram, Facebook and Twitter, as well as the integration of Google Maps, Teratak Village has succeeded in increasing its visibility on digital platforms. This allows potential tourists to more easily find information about ecotourism destinations, travel routes, accommodation and activities on offer. Social media can be seen in Figure 1-2.

Figure 1. Gede Bongoh's Instagram

The Instagram of the Gede Bongoh River will be handed over to the KMPSS, namely the River Waste Concern Community Group, for the benefit of continuing to increase ecotourism potential.
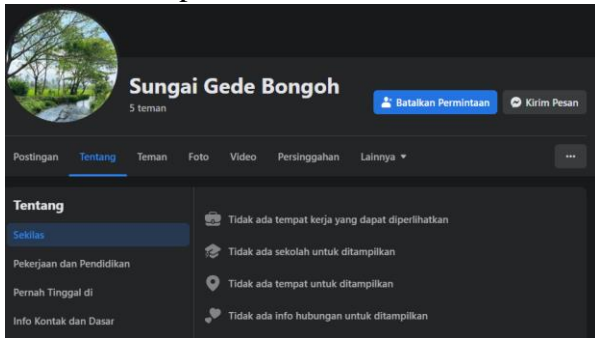

Figure 2. River Gede Bongoh Facebook

Facebook Sungai Gede Bongoh was created based on a very useful function to expand the reach of tourists. The content that will be attached to the Sungai Gede Bongoh Facebook page is photos or videos related to Sungai Gede Bongoh ecotourism, which can be seen in Figure 3.
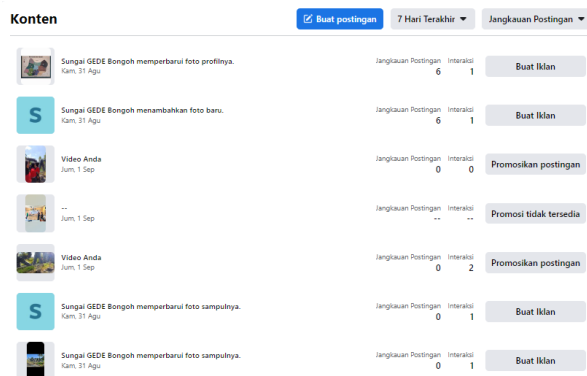

Figure 3. Sungai Gede Bongoh Page Content

Figure 3 shows the function of a Facebook page, namely being able to see popular content, both in the last 7 days, 28 days, 60 days and 90 days. The content window has a good impact on users, so that when making decisions, it will be faster, such as deciding to budget advertising on the most popular counters.

B. With social media, Teratak Village can interact directly with tourists and potential

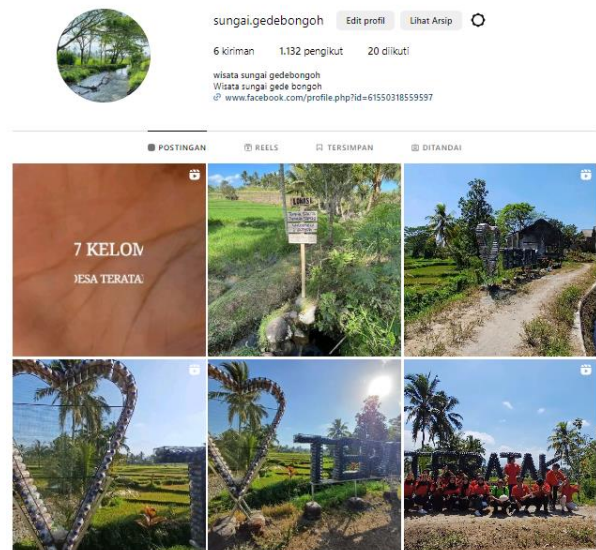visitors. Sungai Gede Bongoh's Instagram followers can be seen in Figure 4.

Figure 4. Sungai Gede Bongoh Instagram content

It can be seen in Figure 4 above, Sungai Gede Bongoh's Instagram followers have reached 1000 followers in the last 30 days with a total of 6 posts of content consisting of videos and photos. The Sungai Gede Bongoh Facebook page can be seen in Figure 5.
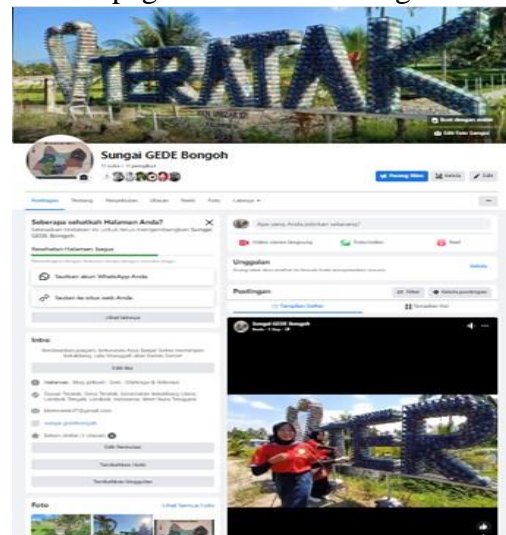

Figure 5. Sungai Gede Bongoh Facebook page

Figure 5. Shows there has been an improvement in the management of the Sungai Gede Bongoh Facebook page.Quick responses to questions, comments and

feedback on social platforms create a closer bond between destinations and travelers. This can also improvetrustand a positive image of Teratak Village as a friendly and responsive ecotourism destination.

C. Google Maps integration allows visitors to easily find the location of the Gede Bongoh River in Teratak Village, which can be seen in Figure 6.

Figure 6. Search for Sungai Gede Bongoh on Google Maps

Figure 6 shows that it is possible to search for the location of Sungai Gede Bongoh on Google Maps.Interactive maps help visitors in planning their trips and provide a better navigation experience.

D. Social media allows Teratak Village to share interesting visual content such as photos and videos about the natural beauty, culture and activities in the destination. The monitoring results on the Instagram account and Google maps of Sungai Gede Bongoh can be seen in Figure 7-9.
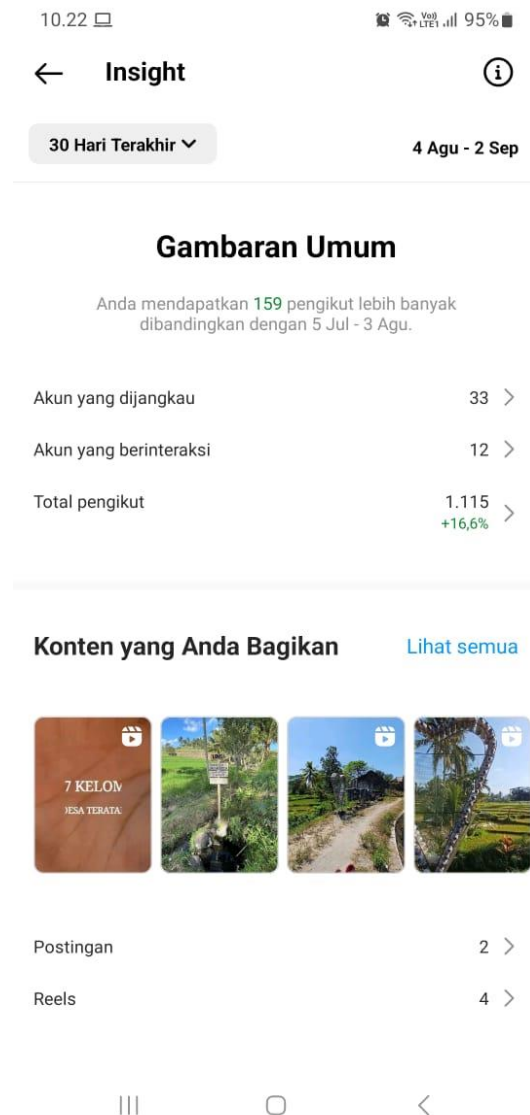

Figure 7.*INSIGHT Instagram Sungai Gede Bongoh*

Figure 7 is the result of monitoring the Instagram application regarding targeted followersactivityecotourism on the Gede Bongoh River. The result is that the Instagram account got 159 followers with a total of 1115 followers, which means promotion increased by 16.6% in the last 30 days. Facebook Page monitoring can be seen in Figure 8.
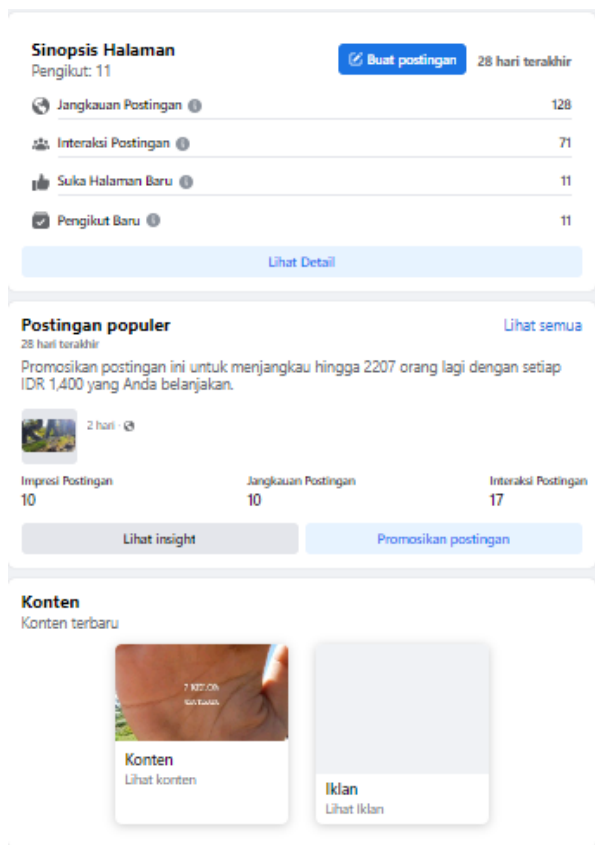

Figure 8. Insgth Sungai Gede Bongoh Facebook Page

Figure 8 shows that the Sungai Gede Bongoh Facebook page got 11 followers, 10 Post Impressions, 10 Post Reach and 17InteractionPosts in the last 28 days. More clearly can be seen in Figure 9.
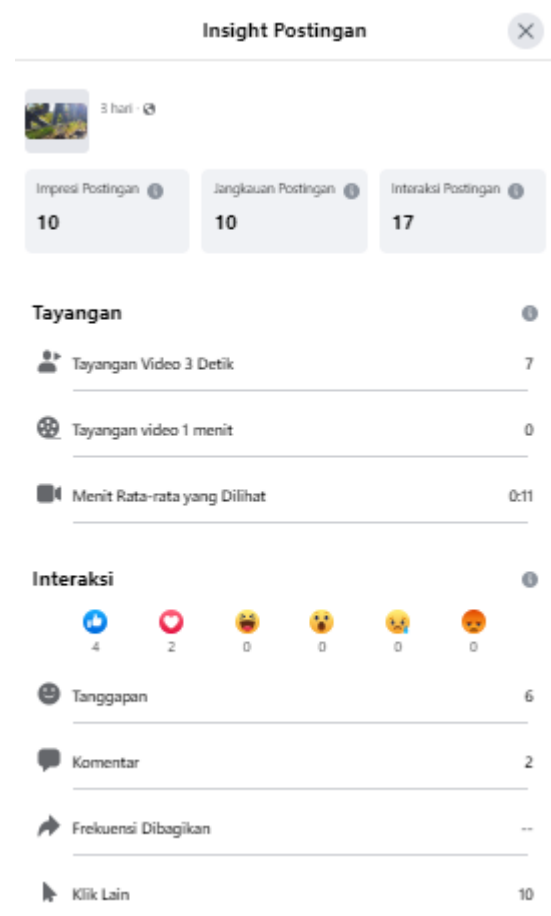

Figure 9. Post Insights

More clearly, Figure 9 shows that the 3 second video was viewed 7 times, the average minute viewed was 0:11 seconds, 4 like interactions, 6 responses and 2 comments. This helps in promoting the ecotourism attraction of the Gede Bongoh River in Teratak Village to a wider audience.

The application of social media and Google Maps has helped Teratak Village utilize its ecotourism potential more effectively. With improved visibility, better interaction with tourists and easier navigation, the village has succeeded in creating an attractive image for visitors. It also has a positive impact on the local economy through the growth of the tourism sector

CONCLUSION

Assistance with the implementation of social media and Google Maps to support ecotourism potential in Teratak Village has

produced a positive and significant impact. Through a participatory approach and a series of well-planned activities, the village's ecotourism potential has been enhanced by paving the way for local economic growth, environmental conservation, and cultural introduction to tourists. Below are some of the main conclusions from this assistance.

a. Through the use of social media such as Instagram, Facebook, and Tiktok, Teratak Village has succeeded in increasing its exposure to a wider audience. Interesting and informative content succeeded in attracting the interest of potential tourists, which in turn increased the number of visits

b. Social media allows villages to share stories about unique culture, natural beauty and ecotourism activities. This not only creates an attraction for tourists, but also helps in preserving and promoting local cultural heritage.

c. Google Maps is an important tool for tourists who want to visit Teratak Village. The ability to plan trips with precision and access ecotourism location information easily has increased the ease of travel

d. Although successful, this assistance also identified several challenges. These include limited internet access in some village areas, a lack of understanding of social media among some stakeholders, and the need for constant attention to maintaining current and relevant content.

SUGGESTION

Based on the results of assistance in implementing social media and Google Maps to support ecotourism potential in Teratak Village, here are several suggestions that can be considered to improve and increase community service in the future.

a. Organizing training to local communities and stakeholders. This training can cover topics such as social media data analysis, more advanced digital marketing strategies, and an in-depth understanding of navigation tools such as Google Maps.

b. To keep attracting attention and continuing to communicate with your audience, it is important to continue producing diverse creative content. This can include inspiring stories, insights into local culture, and unique nature exploration guides.

c. If possible, involve digital marketing and information technology experts in the mentoring process, so as to provide valuable insights and more advanced technical solutions.

THANK-YOU NOTE

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