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**BRANDING STRATEGY OF VILLAGES OUTSIDE JAVA IN INCREASING
MARKET AWARENESS**

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Abstract. Indonesia is a very rich country, not only in terms of its natural resources, but also in terms of the creativity possessed by its people. Almost all villages in Indonesia have a diversity of culture, arts, crafts, culinary delights and historical heritage. The potential of villages in Indonesia is not actually concentrated on the island of Java as the most densely populated area, but villages outside Java also have enormous potential if managed well. There are several villages that are well known, but there are still many of them that are not yet known to markets outside their area. This makes researchers feel compelled to study village branding owned by villages outside Java. With a qualitative approach, researchers used a literature review method on literature about branding villages outside Java which was documented on the Garuda Platform. This research succeeded in reviewing 9 existing literature titles and discovered the fact that most of the villages studied did not have a strong village brand

Abstrak. Indonesia adalah negara yang sangat kaya, bukan hanya dari sisi sumber daya alamnya, melainkan juga dari aspek kreativitas yang dimiliki oleh manusianya. Hampir semua desa di Indonesia memiliki keragaman budaya, kesenian, kerajinan, kuliner, hingga peninggalan bersejarah. Potensi desa-desa di Indonesia sejatinya tidak terpusat di Pulau Jawa sebagai daerah yang berpenduduk paling padat, namun desa-desa di luar Jawa juga memiliki potensi yang sangat besar jika dikelola dengan baik. Ada beberapa desa yang sudah cukup dikenal, namun masih banyak diantara mereka yang belum dikenal oleh pasar di luar daerahnya. Hal ini membuat peneliti merasa terdorong untuk mengkaji tentang village branding yang dimiliki oleh desa-desa di luar Jawa. Dengan pendekatan kualitatif, peneliti menggunakan metode kajian pustaka terhadap literatur tentang pemerekan desa-desa di luar Jawa yang terdokumentasikan di Platform Garuda. Penelitian ini berhasil meninjau 9 judul literatur yang ada dan menemukan fakta bahwa sebagian besar desa yang diteliti belum memiliki village brand yang kuat

INTRODUCTION

Indonesia is a rich country in term of cultural diversity and natural beauty. However, this country faces some challenges in lifting villages outside Java to a higher level of market awareness. Even though Java region has long been the main focus of development and branding, villages outside this island are still often marginalized in the market attention map. The phenomenon of globalization and urbanization increasingly strengthens the need for smart branding strategies to empower these villages so they can compete and develop in an increasingly competitive market.

The unique culture, history and natural beauty of villages outside Java are valuable assets that often have not been optimally explored. Therefore, an effective branding strategy is very necessary to increase market awareness of the extraordinary potential possessed by villages outside Java.

A brand is a consumer's perspective or point of view related to a product or service. Brands can move and someone can move because they have certain goals. A brand is a different marketing information message directed at the general public (Karisma & Sulistyani, 2023).

Villages, often situated away from metropolitan hubs, face distinct challenges in capturing the attention of the market. Limited access to resources, infrastructure, and technology compounds the struggle for rural communities to establish a compelling identity on a broader scale. To address these challenges, a strategic and holistic approach to branding is essential, one that encapsulates the essence of the village while leveraging modern tools and platforms.

A successful branding strategy begins with understanding the unique tapestry of each village. Cultural nuances, historical significance, and environmental treasures provide the raw materials for creating a distinctive brand identity. Local leaders, community members, and stakeholders must collaborate to unearth and showcase the authentic stories that set their village apart.

The foundation of a successful village branding strategy lies in developing a cohesive brand identity. This involves creating a compelling narrative that encapsulates the village's history, cultural heritage, and aspirations. A visually appealing and memorable logo, coupled with a well-defined mission and values, forms the cornerstone of this identity. Engaging local artists and storytellers can infuse authenticity into the branding process, ensuring that the essence of the village is accurately conveyed.

Besides, what is no less important is that a successful village branding strategy extends beyond aesthetics; it involves fostering a sense of community pride and ownership. Inclusion of local businesses, artisans, and residents in the branding process not only ensures accuracy but also generates a shared commitment to the village's success. Collaboration with neighbouring villages, local governments, and non-profit organizations can amplify the impact of branding efforts, creating a network of support for rural development.

The branding strategy carried out by villages outside Java may not be as ideal as expected. This is because most people do not understand the importance of village branding to produce economic and social progress. This situation has encouraged many university people to help people gain skills to develop the potential of their villages.

This research focuses more on literature studies that discuss branding villages outside Java, because researchers believe that villages outside Java should receive attention, especially among researchers and agents of change who encourage village empowerment. Search results on the Garuda platform found 9 research documents that studied villages outside Java. Most of the villages studied were located on the islands of Bali and Sumatra, and there was only one village in Kalimantan.

METHOD

Researchers used a literature review method to answer the problem formulation and objectives of this research. A literature review is a systematic and critical assessment of existing literature (published and unpublished) related to a specific topic, research question, or area of study. The purpose of a literature review is to provide an overview of the current state of knowledge on a particular subject and identify gaps, controversies, or trends in the existing literature.

The literature review process in this research is divided into six stages (Li & Wang, 2018), namely:

Stage 1: Defining the Problem.

At this stage researchers formulated a problem to find an overview of the branding of villages outside Java based on the results of the researchers' study.

Stage 2: Search for Relevant Literatures

At this stage, researchers looked for relevant literature about branding villages outside Java which was documented on the Garuda platform. Researchers entered the keyword "village branding" and found 46 documents containing many themes.

Stage 3: Selection of Study Subjects

At this stage, from the 46 existing research titles, researchers selected research that only took study objects outside Java. Then 9 relevant research titles were found.

Stage 4: Reading Literatures

At this stage, researchers read 9 pieces of literature that discussed branding villages outside Java from various perspectives.

Stage 5: Data Organizing

At this stage, researchers organizes the existing data, then categorizes it based on the name of the village, the issues faced and the programs carried out to overcome the problems faced by the village community.

Stage 6: Writing a Review

At this stage, researchers write a systematic literature review starting from introduction, methods, findings to conclusions.

RESULTS

The character of villages outside Java reflects cultural diversity, community life, as well as unique challenges and potential depending on the geographical area and local history. Villages outside Java are often the guardians of Indonesia's cultural diversity. Each village has its own unique cultural heritage, traditions and customs, reflecting Indonesia's ethnic plurality and long history.

There are quite a lot of villages outside Java that are located in lush and beautiful natural environments. The close relationship between village communities and their natural surroundings is reflected in the continuation of traditional lifestyles, agricultural practices and environmental conservation policies. Apart from that, regions outside Java are also known for their ethnic diversity. Each village can be home to a distinct ethnic community, with unique languages, traditional clothing and traditions that define local identity.

This research succeeded in identifying the names of villages that were the object of study by village branding researchers outside Java. From the results of the literature search, researchers found 9 articles that discussed this theme.

Table 1. Branding Literatures of Villages Outside Java.

No.	Village/Regency	Problems	Program
1	Padang Tegal, Ubud	Branding and marketing are still simple; Lab tests have never been carried out to show the quality of the compost being sold, so the product is not yet trusted by the market.	Community service to educate the branding process and compost marketing strategies for Rumah Kompos management staff.
2	Pampang, Samarinda	Pampang Village has cultural tourism potential which is well known in the region, but it still needs to strengthen the village's brand so that it attracts more visitors from outside the island and abroad.	Strengthening village branding to increase regional economic value.
3	Penebel, Tabanan	Public awareness about the importance of waste management is lacking; They don't yet have a village brand that is clean and able to manage its waste well	Community service activities are carried out by helping villages carry out village branding in the form of branding videos about Tebe Modern and the Plastic Exchange.

4	Pedamaran, Ogan Komerang Ilir (OKI)	Long distance to consumers; Marketing uses plastic and makeshift materials; Not yet aware of the importance of Branding, Packaging and Digital Marketing.	Training on sales strategies through Branding, Packaging and Digital Marketing to improve sales quality and profits from processed fish products.
5	Koto Sentajo, Kuantan Singingi	Koto Sentajo Village is well known as a traditional village in Kuantan Singingi. However, this research only examines the meaning of traditional villages and the promotional strategies carried out by these villages.	Research was conducted to describe the branding strategy carried out by Koto Sentajo village.
6	Gunung Sariak, Padang	It does not yet have promotional media and information so it is not yet widely known.	Community service activities are carried out by helping Gunung Sariak village carry out branding through creating visual promotional media.
7	Abuan, Bangli	Sales are still limited to local consumers; Production capacity is still limited due to the limited number of craftsmen and the technology used, most of which is done by hand.	Student Program of Universitas Pendidikan Nasional was carried out by providing training on the use of social media as a marketing tool for craft products.
8	Tembung, Deli Serdang	Teachers at schools in Tembung Village are required to be more innovative in learning activities.	Training is provided to improve teachers' personal branding, as well as providing them with digital skills to support learning activities in their schools.
9	Rianggede, Tabanan	There are still many business actors who do not understand and do not build their product brands.	Community service is carried out by providing training on MSME branding.

Dewi et al (2023) studied the branding of Padang Tegal village, Ubud. The Padang Tegal Compost House usually transports organic waste and non-organic waste from hotels and restaurants located in the Ubud area. So far, they process their own organic waste by turning it into compost. This compost is then sold to several garden or villa owners in Bali. The closure of most hotels and restaurants in the Ubud area has had a big impact on waste collection workers in the Padang Tegal area. Because a reduction in customers of more than 50% has resulted in salary cuts and also a reduction in the number of employees.

The increasing workload, and the danger of being infected with Covid-19, causes workers' stress levels to increase and the risk of developing hypertension becomes greater. Apart from that, 50% of the officers at the Padang Tegal Compost House consume cigarettes and 60% of them are over 40 years old. This condition increases their potential for hypertension.

Apart from relying on income from waste transportation customers, Rumah Kompos Padang Tegal also uses its own organic compost to increase income which is then used to pay employee wages. However, it is felt that sales of this compost have not been optimal. This is because lab tests have never been carried out to show the quality of the compost being sold, so the number of buyers is still limited.

The branding process and marketing strategy, which is still simple, is also one of the causes of the low number of consumers who buy this compost. If sales of this compost can be maximized, this can certainly be a promising source of income for workers at the Padang Tegal Compost House.

Community service activities are carried out to increase the knowledge of Rumah Kompos employees regarding risk factors for hypertension as well as knowledge to reduce stress levels at work. Apart from that, education regarding the branding process and compost marketing strategies provides skills for Rumah Kompos management staff to earn additional income from selling compost.

Widiastuti et al (2020) studied the branding of Pampang village, Samarinda. This village is a cultural tourism area that displays the cultural life of Dayak Kenyah. In this village, tourists can see firsthand the culture and customs of the Dayak people, one of the oldest tribes living in the archipelago. The unique attraction of Pampang Village's culture is that its traditional communities still maintain their ancestral culture as a preserved tradition. Pampang culture has never been damaged by the current modernization, which is always present in the village through the arrival of tourists from both within and outside the country who are interested and come to visit Pampang.

Pampang Village has become a cultural tourism destination which since 1991 has been in the public spotlight for Dayak traditional dance culture. In this village, tourists can enjoy traditional dances typical of the Dayak tribe in the Lamin Adat Pamung Tawai traditional house. A magnificent traditional house full of beautiful Dayak carvings. Pampang Dayak Village has been named one of the leading local tourism assets because its presence encourages tourists both local and foreign.

This research found that Pampang village as a cultural tourism destination in Samarinda City needs to strengthen village branding to increase the economic value of the area. This branding can describe a village that has tourism potential. Pampang's potential can be explored and can increase economic flow in Samarinda City. Branding carried out by Pampang Village as cultural tourism is one of the tourist attraction efforts carried out by the Pampang village government.

Sihaloho et al (2022) studied the branding of Penebel village, Tabanan. This village has nine Service Villages and six Traditional Villages. This village is making efforts to deal with waste by forming a waste management organization so that it does not damage the environment. Activities carried out by this organization include transportation (collection) of household waste, agency and trade. Apart from that, we also sort organic waste and non-organic waste, which will then burn the non-organic waste that has been sorted in the waste crematorium.

Meanwhile, organic waste will be processed into fertilizer which is useful for soil and plant fertility.

However, waste in Penebel village is still a problem because public awareness about the importance of waste management is still lacking. For this reason, community service activities are carried out to help villages carry out village branding in the form of branding videos about Tebe Modern and also the Plastic Exchange which can be used as a promotional tool on social media. As for this branding later, the video can also be used as a reminder of how important it is to protect nature by reducing the use of plastic waste and managing and sorting waste properly and correctly.

Fadila et al (2022) studied the development of Pedamaran 6 village, Ogan Komering Ilir (OKI). This village is one of the villages in Pedamaran District which has large lakes and rivers and produces abundant fish resources. Fish that live in fresh water such as Tawes Fish, Sepat Fish, and others are very often found in this area. The people in this village utilize these natural resources as the majority of business fields there.

In this village there is a female entrepreneur named Dede who sells processed advertising products called "Kemplang". Even though it has potential resources, sales of processed Dede fish products tend to stagnate. He has not been able to market his cultivated and processed fish to urban areas. This is because the distance between Pedamaran Village and the city is quite far and it takes almost three hours. Apart from that, they lack awareness of the importance of Branding, Packaging and Digital Marketing which are very necessary in the sales process so that it can develop in the digital era like now. The packaging used by Mrs. Dede still uses plastic and makeshift materials. This causes the processed products to not last long and is less popular with the market.

Community service activities are carried out to provide training on sales strategies through Branding, Packaging and Digital Marketing which are expected to be able to improve the quality of sales and profits from processed Dede fish products. The output of this program is the creation of a good product logo and the creation of a website.

Karisma & Sulistyani (2023) studied the branding of Koto Sentajo village, Kuantan Singingi. This village is a traditional village which contains houses from tribal communities in Kenegrian Sentajo known as Rumah Godang. The Traditional Village area has 28 Godang houses and there are 4 large groups of Kenegrian Sentajo communities in it, namely the Piliang, Caniago, Melayu and Patopang tribes.

Traditional Village has become a brand for the Koto Sentajo Tourism Village. Brand functions as a promotional or marketing strategy to make it easier for consumers or tourists to remember and differentiate a tourist village or tourist destination from others. Based on research, promotional activities for Koto Sentajo village have been carried out through social media such as Blog, Facebook, Instagram, Tiktok, YouTube as well as direct promotions.

Afdhal et al (2022) studied the branding of Gunung Sariak village, Padang. This village has the Rimbo Tarok Traditional Village which has various tourist attractions, such as silat, randai,

traditional pasambahan, traditional dances, art groups, baralek (wedding party) processions, the Kajang Padati traditional house, and the traditional Sipak Rago game. The richness of these traditions can attract tourists to visit the village. However, unfortunately this village does not yet have a strong brand as seen from the promotional media and information that does not yet exist and has not been widely managed so that not many people know about the existence of this thematic village.

Community service activities are carried out by helping the village to build the village's image. Branding activities for the Rimbo Tarok Traditional Village are carried out by creating visual communication media to promote the village so that it can attract many tourists.

Haes & Krisna (2023) studied the branding of Abuan village, Bangli. This village has the potential for MSMEs, namely bamboo straw crafts. In this village, bamboo straw craftsmen realize that marketing their products online needs to be done to increase the market share of their handicraft products which are currently distributed offline.

The problem is that the market conditions for bamboo craft products in general still have more local or surrounding area consumers, making it difficult to penetrate markets outside the local area. Craft products are only able to meet local needs, because production capacity is still limited along with the limited number of craftsmen and the technology used, most of which is hand-based.

The activities of National Education University students help creative bamboo economy actors in Abuan Village who have not yet utilized social media optimally as a marketing tool for these craft products. This activity aims to increase the knowledge of bamboo craftsmen in utilizing social media to support the marketing and distribution of bamboo craft products directly to customers and sales agents. It is hoped that social media skills can invite buyers and increase the income of bamboo craftsmen.

Fadlan et al (2023) studied the branding of Tembung village, Deli Serdang. The study aims to provide training on the use of digital media and digital applications in developing teachers' personal branding in facing the challenges of generation Z. Generation Z, as a generation that grew up in the digital era, has different preferences and needs in terms of learning, and interaction with teachers. This study involved participants consisting of teachers who had taken part in training in the use of digital media and digital applications.

The training was carried out to improve the personal branding of teachers in Tembung village. Teachers who take part in the training experience increased knowledge and skills in using digital media and digital applications that are relevant to the needs of generation Z. They are able to create interesting and relevant content, build strong relationships with students, and utilize social media platforms to expand teachers' reach and influence. In addition, this training also increases teachers' understanding of the characteristics of Generation Z, including their preferences in learning, communication styles, and use of technology. Trained teachers can harness the power of digital media and digital applications to create more interactive, collaborative and relevant learning experiences for generation Z.

Pratiwi et al (2023) studied the branding of Rianggede village, Tabanan. This village has the potential for MSMEs that can be developed to advance the village. MSMEs in the village are

quite diverse, from culinary, retail, furniture manufacturing, to laundry businesses. However, there are still many business actors who do not understand and do not build their product brands.

MSMEs in Riang Gede village face many challenges in developing their product branding. Knowledge about branding and its benefits is still minimal, so they need guidance and education in digital/online marketing so that their products can be more widely known.

Community service activities are held to provide training and education about MSME branding so that business actors understand the role of product branding in business development and increasing sales.

Table 2. Bibliography

No.	Village	Bibliography
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2	Pampang, Samarinda	Widiastuti, T., Mihardja, E. J. & Agustini, P. M. (2020).
3	Penebel, Tabanan	Sihaloho, G. A. N., Abiyasa, A. P., Berahi, T. R. P., Lestari, N. W. M. E., Ananda, C. T. & Saputri, V. M. (2022).
4	Pedamaran, Ogan Komering Ilir (OKI)	Fadila, D., Lupikawaty, M., Saputra, A. F., Nastiti, A. A. & Aprianti, R. D. (2022).
5	Koto Sentajo, Kuantan Singingi	Karisma, A. & Sulistyani, A. (2023).
6	Gunung Sariak, Padang	Afdhal, V. E., Stevany, S., & Wiraseptya, T. (2022).
7	Abuan, Bangli	Haes, P. E., & Krisna, I. G. N. A. A. (2023)..
8	Tembung, Deli Serdang	Fadlan, M. N., Landong, A., Anshor, A. S., & Dahnia, I. (2023).
9	Rianggede, Tabanan	Pratiwi, N. I., Sari, D. K. D. W., Satria, W. I., & Permana, G. P. L. (2023).

CONCLUSION

The results of a literature search throughout the year until 2024 on the Garuda Platform found 9 articles that specifically discussed branding villages outside Java. From all the available data, research examined 4 villages on the island of Bali, 4 on the island of Sumatra and only 1 village on the island of Kalimantan. The problem generally faced by villages outside Java is the village community's lack of knowledge about village branding and effective digital promotion strategies. To overcome this, several community service activities were carried out by several universities by providing training and assistance on modern techniques in managing villages, especially village branding techniques.

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