

## Development of Kedung Aren Tourism Village to Strengthen Hepisang Branding and Connect MSMEs to Global Tourism

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### ABSTRACT

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*Program KKN Internasional di Desa Wisata Air Kedung Aren dilaksanakan untuk memperkuat branding produk lokal Hepisang dan meningkatkan keterhubungan UMKM dengan sektor pariwisata. Desa Kedung Aren memiliki potensi wisata air dan hasil pertanian pisang yang besar, namun belum dimanfaatkan secara optimal sebagai identitas desa maupun sebagai pendukung destinasi wisata. Kegiatan ini bertujuan meningkatkan kemampuan pemasaran digital, memperbaiki strategi branding, serta memperluas jangkauan promosi produk dan destinasi hingga tingkat internasional. Metode pengabdian meliputi pelatihan pembuatan konten digital, pendampingan pengelolaan media sosial, workshop pengelolaan wisata berbasis teknologi, survei lapangan, serta penyusunan materi promosi untuk publikasi dalam dan luar negeri. Hasil kegiatan menunjukkan peningkatan keterampilan masyarakat dalam produksi konten, penguatan pemasaran Hepisang melalui media sosial, serta meningkatnya visibilitas Desa Wisata Air Kedung Aren melalui publikasi di berbagai platform digital. Program ini juga membuka peluang jejaring internasional melalui promosi ke komunitas di Malaysia dan Singapura. Secara keseluruhan, kegiatan KKN ini berhasil mendorong integrasi UMKM dengan pariwisata, memperkuat identitas desa, dan memperluas potensi daya saing Kedung Aren di tingkat nasional maupun internasional.*

*The International Community Service Program in Air Kedung Aren Tourism Village was implemented to strengthen the branding of Hepisang local products and improve the connectivity of MSMEs with the tourism sector. Kedung Aren Village has great potential for water tourism and banana farming, but this has not been optimally utilized as the village's identity or as a supporting factor for tourism destinations. This activity aims to improve digital marketing capabilities, refine branding strategies, and expand the reach of product and destination promotion to the international level. The methods of service included training in digital content creation, assistance in social media management, workshops on technology-based tourism management, field surveys, and the preparation of promotional materials for domestic and international publication. The results of the activity showed an increase in the community's skills in content production, strengthening Hepisang's marketing through social media, and increasing the visibility of Kedung Aren Water Tourism Village through publications on various digital platforms. This program also opened up opportunities for international networking through promotion to communities in Malaysia and Singapore. Overall, this KKN activity succeeded in encouraging the integration of MSMEs with tourism, strengthening the village's identity, and expanding Kedung Aren's competitive potential at the national and international levels.*



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## INTRODUCTION

Natural advantages and rich ecosystems are key assets that must be managed wisely to drive community economic growth through the tourism and agribusiness sectors. This is possessed by several tourist villages, one of which is Kedung Aren Village. This village has natural potential that can be developed into sustainable tourist attractions because it has water resources such as natural rivers that are tourist attractions and unique agricultural potential in the form of bananas, which are the main raw material for local products processed by the community into village specialty products known as Hepisang, thereby strengthening the culinary identity of Kedung Aren Village.

Kedung Aren Tourism Village is located in Padukuhan Pisangan, Tridadi, Sleman District, Sleman Regency, Special Region of Yogyakarta. Due to its geographical location near the city center of Yogyakarta, Kedung Aren Tourism Village has the potential to become an alternative destination for tourists seeking a rural experience, exploring water-based tourism, and enjoying local cuisine made from bananas. However, despite this potential, there is currently no strong connection between the village's activities and the tourism sector, resulting in the broader economic potential not being fully maximized.

Based on observations, banana processors in Kedung Aren still operate independently without support from the tourism sector for branding and promotion strategies. In fact, collaboration between local MSMEs can create new economic value chains, strengthen village identity, and provide visitors with a more authentic tourism experience. Conversely, attractions based on local values, community creativity, desire, and natural beauty are what the current tourism trend requires. One of the problems that arises is the difficulty of professionally managing modern innovations in the tourism and agriculture sectors due to limited access to technology and human resources. If there is a gap between natural potential and the community's ability to utilize it optimally, there are risks that need to be considered. This is due to several reasons, including limited human resources, limited supporting infrastructure, poor institutional and management systems, limited funds and financial support, and a lack of promotion and market access.

Human resources are a strategic approach to skills, motivation, development, and management of human resources organization. According to (Hamali, 2016) human resources are one of the important tools for determining the success of a community or organization in achieving its goals through skills, motivation, and continuous development. In addition to human resources, which are a limitation in the development of tourism villages, there are other factors such as a lack of infrastructure. The lack of infrastructure such as road facilities, transportation, parking areas, and other public facilities will make it difficult for tourists to access the village. According to Deni. S et al. (2024) infrastructure is the basic systems and facilities needed to support economic and social activities. Another factor that limits the development of tourism villages is weak management and institutions, which slow down the development process due to the lack of a structured and sustainable management system. Without clear and professional governance, the tourism potential of villages cannot be developed to its fullest, and may even decline over time due to the absence of a planned long-term strategy. The next factor is that limited capital and financial support also have a major impact on village development. Limited capital is a challenge faced by the community, namely difficulty in obtaining adequate access and funding to develop an activity (Scherly Hansopaheluwakan, 2025) Without capital support, the community will find it difficult to add supporting facilities for tourism and improve the quality of local products. In addition to the capital constraints experienced by the community, limitations also arise on the external funding side, namely financial support from external parties, both government and private, which is also not optimal, making it difficult for the community to obtain sustainable funding for the development of tourism facilities. The available assistance and grant programs are generally temporary and insufficient to encourage long-term development.

The factors influencing the development of tourism villages, particularly in terms of local products such as processed bananas, which are one of the main potentials in Kedung Aren Village, include a lack of online marketing. Digital marketing is a form of effort to market and promote a brand or product through the digital world or the internet. (Desta Sulaesih Mursyidah & Anang Martoyo, 2025) Although Kedung Aren Village has abundant banana crops, their utilization in marketing is still very limited. In this era of digitalization, promotion through online media such as social media, websites, blogs, and marketplaces plays an important role in expanding reach and attracting consumer interest. However, Kedung Aren Village is still very limited in utilizing technology as a marketing tool. The

limited capacity of human resources in managing social media, creating creative content, and understanding branding strategies are also major causes. As a result, the tourism potential and superior products in the tourist village of Kedung Aren have not been able to compete with other destinations that have been actively promoting themselves online, due to a lack of brand awareness. For Hepisang, building brand awareness can be done through consistent visual displays, an active presence on social media, and opening a Shopee store so that products are easy to find. As the community becomes more familiar with Hepisang as a tourist village icon, the connectivity between MSMEs and the tourism sector will become stronger, while also helping Kedung Aren increase its competitiveness at the national and international levels. "Brand awareness shows the degree to which consumers are familiar with a brand, its reputation, credibility, and values." (France et al., 2025) Based on the quote from the journal, it is explained that brand awareness shows the extent to which consumers are familiar with a brand, its reputation, credibility, and values. This quote emphasizes the importance of brand awareness as the basis for successful digital marketing. In the context of Kedung Aren Water Tourism Village, increasing brand awareness means making the village's name more widely known through digital content, tourism promotion, and local identity narratives branded through social media.



**Figure 1.** Kedung Aren Tourism Village



**Figure 2.** Natural bamboo bridge in Kedung Aren village

## **METHOD**

The implementation method used in this KKN program focuses on efforts to improve the capabilities of Hepisang MSMEs and strengthen the integration between processed banana products and the development of Kedung Aren Water Tourism Village. The first activity is training in marketing content creation. In this session, members of MSMEs or KWT Kedung Aren are provided with knowledge about the basic techniques of taking photos and videos of products, including the process of taking videos during production. The objective of this training is to enable SMEs or KWT Kedung Aren managing Hepisang-related products to create more attractive, consistent, and trend-aligned promotional content for digital marketing. Subsequently, direct guidance was provided on marketing activities through social media and digital platforms. Students offered technical guidance on business account management, scheduling, posting, interacting with consumers, and maximizing the use of platforms such as Instagram, TikTok, and marketplaces. Through this assistance, KWT Kedung Aren is expected to

expand its marketing reach and increase the visibility of Hepisang products. Marketers quickly realized the importance of gaining a favorable position on a Google search results page to achieve visibility, and, thus, search engine optimization (SEO) became highly popular and relevant. (Gensler & Rangaswamy, 2025) explained that marketers quickly realized the importance of gaining a favorable position on a Google search results page to achieve visibility, and thus, search engine optimization (SEO) became highly popular and relevant. This quote highlights the importance of search engine visibility for the success of digital marketing, a direct principle that can be applied to the branding efforts of Air Kedung Aren Tourism Village and Hepisang MSME products.

The program also includes workshops on improving village tourism management, involving the managers of Air Kedung Aren Tourism Village. These workshops provide insights into digital technology-based tourism development strategies, visit management, and tourism promotion methods in line with current trends. This is complemented by training in product photography and digital storytelling, which aims to improve the community's skills in photographing products professionally, creating compelling visual narratives, and connecting local product stories with the attractions of the tourism village. "Idea generation relies on creativity, divergent thinking, and people refraining from judging ideas." (Biemans & Malshe, 2024) emphasize that the process of generating ideas is highly dependent on creativity, the courage to think broadly, and the ability to refrain from immediately judging or criticizing ideas. This principle is highly relevant for Air Kedung Aren Tourism Village in developing more modern tourism concepts and branding strategies. When villages and SMEs like Hepisang aim to enhance their appeal and connect products with the tourism sector

In addition, students also play a role in improving the management of the tourist village's social media accounts. This is done to support the promotion of Air Kedung Aren Tourist Village and expand the marketing of Hepisang products. This assistance includes developing content strategies, scheduling posts, improving the quality of photos and videos, and utilizing various digital platforms to introduce the potential of tourism and local products more widely, including opening up opportunities to market Hepisang products to foreign markets. Through more professional and focused social media management, this program is expected to create strong cooperation between Hepisang MSMEs and the village tourism sector, thereby increasing the competitiveness of Air Kedung Aren Tourism Village at both the national and international levels.

## RESULTS AND DISCUSSION

To support the implementation of the tourism village development and SME empowerment program, a structured and systematic activity schedule is required. This schedule serves as a guideline for program implementers in executing each phase, from preparation, field observation, training, mentoring, to evaluation and preparation of the final report. The detailed schedule is available at, and the activity schedule during the program implementation.

**Table 1.** Program Implementation Activity Schedule

Activities	Activity Schedule	Description
<b>Preparation and coordination with UMKM partners and tourist villages.</b>	September 27, 2025	Coordination with village officials, tourism village managers, and relevant SMEs regarding the plan observation visit
<b>Survey Field and observation</b>	September 29, 2025	Students conducted site observations, identified the conditions of the tourist village, assessed the potential of the Hepisang, and digital promotion needs.
<b>Preparation International Materials of Domestic and Visit Promotion</b>	30 September-05 Oktober 2025	Develop promotional materials in the form of photos, videos, product narratives, and profiles of tourist villages in two languages (Indonesian and English) as materials for presentations abroad.

<b>Digital Promotion Implementation and International Expansion</b>	Oktober 13-17, 2025	Students begin introducing products and tourism villages through Indonesian communities in Malaysia, diaspora groups, diaspora groups, and cross-border digital platforms across borders
<b>Implementation of training and workshops digital marketing management and content production.</b>	Oktober 22-25, 2025	Training in digital content creation, product photography, digital storytelling, branding for tourist villages, and social media management. Workshop on digital marketing strategies for SME webs and for tourist villages
<b>Direct guidance in marketing activities and product development</b>	November 4-8, 2025	Students assist Hepisang SMEs in content creation content creation, social media account management as part of digital efforts, video editing, and scheduling posting schedules. Mentoring the tourism village in branding the Kedung Aren.
<b>Evaluation and monitoring of marketing progress and product management.</b>	November 9-12, 2025	Evaluating the increase in content reach of content, engagement on social media, responses in the international market and increase visits.
<b>Preparation of reports and recommendations for follow-up to ensure program sustainability.</b>	November 14-17, 2025	Collection of activity data, documentation, achievement results, and formulation of recommendations for program sustainability.

The International Community Service Program in Air Kedung Aren Tourism Village was implemented to strengthen the branding of Hepisang local products and improve the connectivity of MSMEs with the tourism sector. Kedung Aren Village has great potential for water tourism and banana farming, but this has not been optimally utilized as the village's identity or as a supporting factor for tourism destinations. This activity aims to improve digital marketing capabilities, refine branding strategies, and expand the reach of product and destination promotion to the international level. The methods of service include training in digital content creation, assistance in social media management, workshops on technology-based tourism management, field surveys, and the preparation of promotional materials for domestic and international publication. The results of the activity showed an increase in the community's skills in content production, strengthening Hepisang's marketing through social media, and increasing the visibility of Kedung Aren Water Tourism Village through publications on various digital platforms. This program also opened up opportunities for international networking through promotion to communities in Malaysia and Singapore. Overall, this KKN activity succeeded in encouraging the integration of MSMEs with tourism, strengthening the village's identity, and expanding Kedung Aren's competitive potential at the national and international levels.



**Figure 3.** Field Survey and Observation of Hepisang Product Production Sites

The International KKN team conducted a comprehensive survey of the Hepisang production site to understand the processing workflow, evaluate the condition of production equipment and facilities, and identify the challenges faced by MSME actors. This activity also aimed to explore the potential for increasing production capacity, standardizing quality, and opportunities for integrating Hepisang products with the development of the Kedung Aren Water Tourism Village as an effort to strengthen competitiveness and expand marketing reach.



**Figure 4.** Digital Promotion and International Expansion Malaysia-Indonesia

Documentation of digital promotion and international expansion activities between Malaysia and Indonesia carried out by the International Community Service Program Team in order to expand the marketing reach of Hepisang products. During this activity, the team introduced the production process, superior values, and commercial potential of Hepisang to overseas MSME networks in order to open up opportunities for cross-border collaboration and marketing. This effort also strengthens the branding of Air Kedung Aren Tourism Village through local product diplomacy and the use of digital platforms as a medium for introduction to international audiences. "SMEs increasingly depend on digital marketing for survival and business growth." (Sutherland et al., 2025) emphasize that the survival and growth of SMEs in the modern era are highly dependent on their ability to utilize digital marketing. This is in line with the condition of Hepisang SMEs in Kedungaren Tourism Village, which have successfully expanded their product reach to Malaysia and Singapore through digital strategies such as the use of social media, promotional content, and the publication of testimonials from overseas buyers, whose marketing is assisted by students from Mercu Buana Yogyakarta. Digital marketing has enabled Hepisang to transcend geographical boundaries, increase consumer confidence, and strengthen the village's image as a center for locally processed products with international competitiveness. Thus, digital marketing not only supports the growth of MSMEs but also strengthens the branding of Kedungaren Tourism Village as a destination with superior products and a global orientation.



**Figure 5.** Final Results of Shopee Account Creation



**Figure 6.** Community service team with the Kedung Aren Villange Women’s Farming group

The results of creating a Shopee account as a digital marketing platform for Hepisang products. This account was developed by the International Community Service Program Team to expand marketing access, increase product visibility, and support the digitalization strategy of SMEs in Kedung Aren Water Tourism Village. During the implementation of the International Community

First, the Malaysian partners emphasized the importance of strengthening the village's branding. According to them, a tourism village that wants to develop needs to have a strong and consistent identity. This narrative serves to describe the village's characteristics, the uniqueness of its superior products, and cultural values that they want to convey to tourists.

Second, partners provided input regarding the standardization of MSME products, particularly Hepisang as the village's main product. They suggested that in order for the product to be accepted by a wider market, consistency in taste, cleanliness in the production process, and accuracy in net weight must be strictly maintained. This can be achieved through hygiene training for KWT members and the implementation of routine quality control. Equally important is that product packaging must be made more informative and professional. Labels must include mandatory information such as ingredients, net weight, expiration date, and a halal logo or certification application status. According to the partners, attractive and informative packaging is the first step toward increasing consumer confidence and building the product's image as a high-quality village souvenir.

Third, Malaysian partners conveyed the importance of developing thematic tour packages to increase the appeal of Kedung Aren Village as a destination. They recommended that the village have several structured tour packages, such as water tours, culinary tours, and agricultural education tours.

Fourth, the partners provided input on the importance of digital collaboration as a key promotional strategy. They emphasized that currently, tourist villages cannot rely solely on offline promotion, but need to integrate social media, village websites, and marketplaces to expand their marketing reach. This integration means that each digital channel must be interconnected and supportive of one another.

Overall, the input provided by Malaysian partners is very relevant and applicable to the sustainable development of Kedung Aren Water Tourism Village. This input provides a new perspective on the importance of village identity, product quality, service professionalism, and the use of digital technology as a modern promotional tool. With proper implementation, this input is expected to increase the village's competitiveness, expand its international cooperation network, and significantly support community economic improvement.

The input from the KKN participants was obtained through direct observation, discussions with the community, and experience in managing village activities. There are three main points of concern for the participants, namely the optimization of social media use, the development of supporting infrastructure in the form of a tourist bridge, and the dynamics of the activity of the Women Farmers Group (KWT).

**Table 2.** Before and after the program was Implemented

Aspect	Before The Activity	After The Activity
<b>Hepisang Product Branding</b>	Does not yet have a strong branding strategy; promotion is still simple	Stronger branding through digital content, social media, and international publications

<b>Digital Marketing Skills for MSMEs/KWT</b>	Limited knowledge regarding content creation, photography, and social media management.	Improving: KWT is able to take product photos/videos, create content, and manage digital business accounts.
<b>Product Marketing</b>	Limited Limited, not yet connected to tourism and not audience reaching a wide	Marketing expanding through Instagram, TikTok, and
<b>Marketplace Platform Knowledge</b>	not understand how to create and manage an online store.	Have an active Shopee account that is ready to use..
<b>Social Media Management for Tourism Villages</b>	Social media accounts are inactive, and content is not well-directed.	More professional management, scheduled content, more attractive visuals, increasing the village's visibility.

A comparison of conditions before and after the implementation of the International Community Service Program shows significant progress in managing village potential, branding local products, and the community's ability to utilize digital technology. The transformation that has taken place encompasses not only an improvement in technical skills, but also a change in the community's perspective on the importance of digital promotion, collaboration, and strengthening the identity of tourist villages. Conditions prior to the implementation of the program showed that the community was still operating individually, with limited understanding of digital marketing, tourism management, and local product branding strategies such as Hepisang

## CONCLUSION

The International Community Service Program in Air Kedung Aren Tourism Village has had a significant positive impact on village development, especially in terms of branding, strengthening Hepisang MSMEs, and sustainable tourism management. Through observation, training, social media assistance, and collaboration with partners from Malaysia, the village has gained new insights into the importance of village identity, product quality, and the role of digital media in expanding marketing reach.

Input from Malaysian partners, KKN participants, and field evaluation results indicate that the village has great potential to become an internationally competitive Water Tourism Village based on nature and local cuisine. Strengthening digital content, improving product packaging, developing thematic tourism packages, and increasing the capacity of KWT members are important elements in strengthening the village's competitiveness.

In addition, KKN activities can raise public awareness of the role of social media as an effective promotional tool, encourage cross-group cooperation within the community, and strengthen marketing networks to Malaysia and other countries through the diaspora. With the foundation that has been built, the village has a great opportunity to continue the program independently and enter a further stage of development.

## WORDS OF APPRECIATION

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