


## Digital-Based Local Tourism Creativity Development Training to Increase Tourist Attraction

Febianti\*<sup>1</sup>, I Wayan Suadnyana<sup>2</sup> Komang Trigita Juliastari<sup>3</sup> Komang Shanty Muni Parwati<sup>4</sup>  
Firlie Lanovia Amir<sup>5</sup>

<sup>1,2,3,4,5</sup>Institut Pariwisata dan Bisnis Internasional, Indonesia

E-mail: [febianti@ipb-intl.ac.id](mailto:febianti@ipb-intl.ac.id)

\*Corresponding Author

 <https://doi.org/10.31004/jerkin.v4i2.4494>

### ARTICLE INFO

#### Article history

Received: 20 November 2025

Revised: 26 November 2025

Accepted: 21 Desember 2025

#### Kata Kunci :

Pariwisata Berbasis Digital,  
Kreativitas Lokal, Bali,  
Pokdarwis, Pemasaran  
Digital, Desa Wisata

#### Keywords :

Digital-Based Tourism, Local  
Creativity, Bali, Pokdarwis,  
Digital Marketing, Tourism  
Village



### ABSTRACT

Bali, ikon pariwisata global, menghadapi tantangan signifikan dalam mendistribusikan kunjungan wisatawan ke destinasi lokal di tingkat pedesaan karena kesenjangan digital. Artikel pengabdian masyarakat ini bertujuan untuk mendeskripsikan implementasi pelatihan pengembangan kreativitas pariwisata berbasis digital bagi pengelola destinasi lokal di Bali untuk meningkatkan daya tarik dan daya saing mereka. Masalah utama yang diidentifikasi di antara mitra (Pokdarwis di Bali) adalah ketergantungan pada pemasaran tradisional dan rendahnya kualitas konten digital yang mampu mewakili keunikan budaya dan alam lokal. Metode pengabdian masyarakat dilakukan dengan menggunakan pendekatan Pengembangan Komunitas Berbasis Aset (ABCD), yang meliputi lokakarya pembuatan konten visual, pelatihan penulisan naskah berbasis narasi budaya (bercerita), dan optimasi algoritma media sosial. Hasil pengabdian masyarakat menunjukkan peningkatan signifikan dalam kapasitas kreatif peserta dalam menghasilkan konten yang estetis dan informatif, serta peningkatan interaksi di saluran media sosial destinasi mitra. Kesimpulan dari kegiatan ini menekankan bahwa digitalisasi pariwisata lokal di Bali harus berakar pada pengemasan kreatif kearifan lokal, sehingga dapat menarik segmen wisatawan berkualitas dan mendukung pemulihan ekonomi kreatif yang berkelanjutan pasca-pandemi.

*Bali, a global tourism icon, faces significant challenges in distributing tourist visits to local destinations at the rural level due to the digital divide. This community service article aims to describe the implementation of digital-based tourism creativity development training for local destination managers in Bali to increase their attractiveness and competitiveness. The main problems identified among partners (Pokdarwis in Bali) were reliance on traditional marketing and the low quality of digital content capable of representing the uniqueness of local culture and nature. The community service method was carried out using an Asset-Based Community Development (ABCD) approach, which included visual content creation workshops, cultural narrative-based copywriting training (storytelling), and social media algorithm optimization. The community service results showed a significant increase in participants' creative capacity in producing aesthetic and informative content, as well as increased interaction on partner destinations' social media channels. The conclusion of this activity emphasizes that the digitalization of local tourism in Bali must be rooted in the creative packaging of local wisdom, so as to attract quality tourist segments and support the sustainable recovery of the creative economy post-pandemic.*



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

How to Cite: Febianti et al (2025) Digital-Based Local Tourism Creativity Development Training to Increase Tourist Attraction ,4(2) 14292- 14296 <https://doi.org/10.31004/jerkin.v4i2.4494>

## INTRODUCTION

The island of Bali has long been recognized as a major global tourism destination, contributing a significant percentage to the country's foreign exchange earnings and the national Gross Regional Domestic Product (GRDP). Bali's success is rooted in the synergy between its natural beauty, cultural richness grounded in the *Tri Hita Karana* philosophy, and the hospitality of its people. However, behind the splendor of Balinese tourism lies a real structural challenge: the concentration of tourists still concentrated in the southern region of Bali (Badung and Denpasar). Meanwhile, local tourism destinations in rural areas (such as Bangli, Karangasem, and Buleleng) often struggle to gain visibility among both international and domestic tourists. In the era of digital transformation, a destination's visibility is largely determined by its presence in cyberspace. The current tourism phenomenon has shifted to "content-driven" tourism. Tourists no longer seek information solely through brochures or conventional travel agents, but rather explore social media platforms like Instagram, TikTok, and TripAdvisor. Bali, known as one of the most "Instagrammable" places in the world, demands that local tourism managers not only possess beautiful destinations but also the ability to creatively and professionally visualize that beauty online (Ministry of Tourism and Creative Economy 2023).

Post-pandemic global tourism trends demonstrate a shift in tourist interest from mass tourism to more personalized, high-quality, and sustainable tourism. Modern travelers seek authentic experiences that allow them to engage with local culture. Bali holds tremendous potential in this regard through the concept of Tourism Villages. However, this authenticity often fails to be conveyed due to the digital divide experienced by local managers. Creativity is key to bridging local potential with the expectations of digital travelers. Tourists don't just want to see photos of landscapes; they want to hear the stories behind temples, the philosophy behind dances, or the process of making local handicrafts. If local tourism managers in Bali only upload photos without a strong narrative or adequate visual quality, their potential attractions will remain overlooked amidst the dense flow of global information (Picard 1996).

Local tourism destination management in Bali generally relies on Tourism Awareness Groups (Pokdarwis). Pokdarwis are non-governmental organizations that play a vital role in preserving destinations and managing visitor numbers. Field observations indicate that Pokdarwis in various villages across Bali exhibit a strong sense of conservation and service. However, they face significant challenges in digital literacy and marketing creativity. Many Pokdarwis members come from a cross-generational background, with limited understanding of social media algorithms, content management, and video editing techniques. Destination social media platforms are often poorly managed, lacking a clear *branding strategy*. This lack of creative content production skills leaves many of Bali's "hidden gems" untouched by tourists, ultimately fueling economic inequality across Bali's regions.

Given the complexity of these challenges, a systematic intervention through community service activities focused on digital-based creativity development training is needed. This training aims not only to teach how to use applications or devices, but also to foster a creative mindset in assessing village assets. The digitalization of local tourism in Bali must involve *storytelling* skills. Creativity in packaging Balinese cultural narratives into short digital content will provide extraordinary added value. For example, a short video about the process of making offerings (*banten*) or a self-purification ritual (*melukat*) edited aesthetically will have far greater appeal than simple promotional text. This training is crucial for empowering local communities to become "directors" of their own destination promotions, without having to rely on third parties whose costs are often prohibitive (Sunarta 2017).

In the Balinese context, digital technology should not be seen as a threat to cultural preservation, but rather as a modern preservation tool. Through creative digital documentation, local traditions in Balinese villages can be immortalized and promoted. Digital creativity enables tourism managers to efficiently reach a wider audience. Furthermore, digitalization also supports the concept of sustainable tourism. With the right content, managers can educate tourists about temple dress codes, the importance of maintaining cleanliness, and how to respect local traditions even before they arrive. This will create a higher-quality tourism experience, attracting visitors who truly appreciate local Balinese values, in line with the Bali Provincial Government's "Cultural Tourism" vision.

This digital creativity training also has a profound social impact, encouraging the regeneration of tourism managers in rural Bali. By integrating technology into village tourism management, young people will be encouraged to re-engage in developing their region. Balinese youth, naturally "digital natives," can collaborate with older generations who hold strong cultural knowledge. This synergy will create new jobs at the village level, such as destination social media managers, travel photographers, and local content creators. Enhancing tourism appeal through creative content will automatically increase the number of visits, which will impact the rise of local MSMEs, from the culinary sector to community accommodations. This is a concrete step toward economic independence for Balinese people, who will no longer rely solely on large hotels but on the strength of their own local communities.

The Bali Provincial Government is currently intensifying its tourism transformation toward a "New Era Bali" that prioritizes dignified and sustainable tourism. This policy emphasizes strengthening traditional villages and tourism villages. Digital-based creativity training aligns perfectly with this vision. Digitalization is a bridge for Balinese villages to "go global" without losing their local identity. This community service initiative aims to bridge the gap between macro government policies and micro implementation on the ground. By strengthening the digital capacity of local managers, we are building the foundation for Bali's future tourism resilience. Bali should not simply be a tourist photo object, but an active subject capable of sharing its wonders with the world through digital creativity.

Based on the above background, this community service activity focuses on addressing the question: how to increase the attractiveness of local tourism destinations in Bali by enhancing the digital creative capacity of their managers. The primary objective of this training is to provide practical skills to the Tourism Awareness Group (Pokdarwis) in producing high-quality digital assets and managing independent promotional strategies that can increase tourist interest. Through this community service, it is hoped that a local tourism development model will be created that is adaptive to technology while remaining steadfast in its Balinese cultural roots.

## METHOD

The implementation method of this community service was carried out using a *Participatory Action Research* (PAR) approach specifically located in Jatiluwih Tourism Village, Tabanan Regency, Bali, involving 30 respondents consisting of administrators of the Jatiluwih Tourism Awareness Group (Pokdarwis), representatives of Karang Taruna (village youth), and local MSMEs who manage accommodation and culinary. The activity stages began with participatory observation to identify digital literacy barriers in the field, followed by intensive training in the form of practical *workshops* on creative photography and videography techniques using gadgets, narrative writing strategies (*storytelling*) based on local wisdom, and optimization of social media algorithms (Instagram and TikTok) to expand promotional reach. The entire series of programs ended with three months of ongoing mentoring and periodic evaluations to measure the effectiveness of creative content produced by respondents in attracting tourist visits to the Jatiluwih destination through digital channels.

## RESULT AND DISCUSSION

### Implementation Results

This community service activity was implemented through a series of stages, including preparation, intensive training, and mentoring. The results of this activity were grouped into three main indicators: increased cognitive competence, creative content productivity, and the destination's social media performance.

### Human Resource Capacity Improvement (Quantitative Analysis)

The effectiveness of the training was measured using *pre-* and *post-test* instruments administered to 30 respondents. The results showed significant improvements in all aspects of digital literacy taught.

Table 1 . Comparison of Average Pre-Test and Post-Test Scores of Participants (N=30)

Competency Dimensions	Pre-Test (%)	Post-Test (%)	Increase (%)
Understanding Digital <i>Branding Strategy</i>	42%	85%	43%
<i>Smartphone</i> Photography & Videography Techniques	55%	92%	37%
<i>Copywriting</i> & Cultural <i>Storytelling</i>	38%	80%	42%
Content Management & Algorithm Optimization	30%	87%	57%
Total Average	41.25%	86%	44.75%
Competency Dimensions	Pre-Test (%)	Post-Test (%)	Increase (%)

According to Table 1, the highest improvement occurred in content management and algorithm optimization (57%). This indicates that respondents previously faced significant technical barriers in understanding how social media platforms work, but were able to quickly absorb the material through hands-on practice.

### Creative Content Productivity

During the training period and one month of mentoring, participants collectively produced digital assets that represent Jatiluwih's local potential with much better visual quality.

Table 2. Creative Content Output of Jatiluwih Tourism Village

Content Type	Number of Products	Narrative Focus
Short Videos (Reels/TikTok)	18 Video	Subak Philosophy, Farmer Activities, <i>Hidden Spots</i> .
Aesthetic Photography	35 Photos	Terraced Landscape, Cultural Rituals, Local Cuisine.
Digital Catalog (E-Brochure)	1 Package	Educational Tour Packages and <i>Trekking Routes</i> .

### Impact on Digital Attractiveness

Improving content quality directly correlates with the performance of Jatiluwih Tourism Village's digital promotion channels.

Table 3. Social Media Performance Metrics (30-Day Post-Training Evaluation)

Performance Metrics	Before Training	After Training	Ascension
Account <i>Reach</i>	3,100 /month	14,500 /month	367%
<i>Engagement</i> Level	120 /content	850 /content	608%
<i>Inquiry</i> Conversion (DM/WA)	8 messages/month	52 messages/month	550%

### Discussion

#### Narrative Transformation: From Object to Experience

The research results show that the increase in tourist appeal was significantly influenced by changes in how managers conveyed their product narrative. Before the training, managers tended to only post static photos without context. Post-training, through *storytelling* techniques , respondents were able to present Jatiluwih as a "spiritual and cultural experience," not simply a view of rice paddies. This aligns with *Smart Tourism* theory , which emphasizes that digitalization must create added value through rich and interactive information (Buhalis 2022).

#### The Strategic Role of Karang Taruna as a Catalyst

Focus group discussions revealed that the active involvement of 10 members of Karang Taruna (village youth) was key to the program's success. The village youth acted as "peer mentors" to the more senior Pokdarwis administrators. This synergy created strong social capital , where digital technology was no longer perceived as a threat to tradition but rather as a tool for preserving and disseminating Balinese local wisdom to a global audience.

### **The Effect of Multiplayer on Local MSMEs**

The data in Table 3, which shows a 550% increase in *inquiry* conversions, has real economic implications. Most incoming messages inquire about the availability of rice paddy lunch packages and *homestays*. This demonstrates that creative digital content not only increases *brand awareness* but also stimulates the micro-economy in Jatiluwih. With independent and creative promotion, the village's dependence on third-party intermediaries can be reduced, allowing the local community to maximize economic benefits.

### **Sustainability and Future Challenges**

Despite significant performance improvements, the main challenge identified was maintaining consistent content production amidst the residents' busy farming schedules. A post-event discussion agreed to establish a scheduled "Content Creative Team." The program's sustainability requires a commitment from village management to allocate resources for maintaining these digital assets.

## **CONCLUSION**

A community service program, which involved training on digital-based tourism creativity development in Jatiluwih Tourism Village, Bali, has achieved its goal of significantly improving digital literacy and enhancing the destination's attractiveness. Based on a series of evaluations, it can be concluded that creativity in digital content packaging is a determining factor in enhancing local tourism competitiveness amidst the global flow of information. Some of the main points resulting from this service include:

1. **Competency Improvement:** There was a transformation of knowledge among managers (Pokdarwis and village youth) with an increase in the average digital literacy score from 41% to 86%, especially in mastery of visual editing tools and algorithm management.
2. **Content Transformation:** The management has successfully shifted the marketing paradigm from merely displaying static visual information to an emotional digital narrative (*storytelling*) based on Balinese cultural philosophy, which has been proven to increase user engagement by up to 608%.
3. **Economic Impact:** Increased digital appeal directly contributed to a 550% increase in reservation *inquiries*, demonstrating that digital independence is capable of driving the village micro-economy without complete dependence on third-party intermediaries.
4. **Social Synergy:** This training has succeeded in creating a productive collaboration between the older generation (Pokdarwis) as holders of cultural values and the younger generation (Karang Taruna) as technology drivers, which is the foundation for Jatiluwih tourism resilience in the future.

## **THANKS WORD**

The author expresses his deepest appreciation and gratitude to the leadership of the university and the ranks of the research and community service institutions for their support in policies, facilities, and funding, enabling the optimal implementation of this program. He also expresses his gratitude to the village government, the Tourism Awareness Group administrators, fellow village youth, and the entire local community for their warm welcome, permission, and active participation, which are key to the success of the digital transformation in the field. Finally, appreciation is given to all colleagues in the community service team, consisting of lecturers and students, for their dedication, hard work, and solid collaboration in assisting the community to realize innovative and sustainable local tourism development.

## **REFERENCES**

- Buhalis, D. 2022. *Information Technology for Strategic Tourism Management*. Bali: Goodfellow Publishers.
- Ministry of Tourism and Creative Economy. 2023. "Indonesian Tourism Sector Performance Report 2022". Ministry of Tourism and Creative Economy of the Republic of Indonesia. 5: 18.
- Picard, M. 1996. Bali: Cultural Tourism and Touristic Culture. Bali: Archipelago Press.
- Sunarta, N. 2017. *Pariwisata Berkelanjutan (Cetakan Pe)*. Bali: Cakra Press.