

IMPLEMENTATION OF LOCAL WISDOM LEBAK MUNCANG TOURISM VILLAGE ON ADVERTISING MEDIA INTENDED TO TEENAGERS

Faisal Yazrie Golonggom¹, Bambang Melga Suprayogi²

¹ Visual Communication Design, Faculty of Creative Industry, Telkom University

² Visual Communication Design, Faculty of Creative Industry, Telkom University

¹faisalgolonggom@ymail.com, ²bambang@tcis.telkomuniversity.ac.id

Abstract: Lebak Muncang Tourism Village is the one of tourist destinations in Ciwidey Bandung Regency. Every tourism place have their own uniqueness. Local wisdom becomes a differentiator owned by Lebak Muncang Tourism Village. This is becoming one of the Unique Selling Point (USP) then implemented in media of advertising aimed at teenagers as potential travelers. An advertising media is designed in such a way with viewing some sides of the product benefits, consumer insight and competitor analysis. Those three of them are then observed and in the end it can be a message that will be delivered and of those messages into keywords that will be implemented on an advertising media. Qualitative method with descriptive approach used in this study by collecting data through observation, interviews, literature, and some of documents. This method is used to descriptively describe on a facts and data contained in the object of research. Every tourism destinations are always using same media advertising whether in form of poster or promotional video. But what differentiate them are the characteristics of each tourism places which then be adapted well to the intended target audience.

Keywords: Local Wisdom, Lebak Muncang Tourism Village, Media, Advertising

1. INTRODUCTION

Advertising is a form of communication that is addressed to a handful of people who have been selected in order to influence both perception and action. Products and services are two things that often use advertising as a medium of communication. Communication would be different if we understand it correctly about the products and services that we have in terms of both the advantages and disadvantage, as well as understand against whom we communicate. In formulating a communication message, the three things that we should know are the product benefits, consumer insight and competitor so that when a message is implemented in advertising media, the media has a good characteristic and the message would be easily understood by the target audience.

Lebak Muncang Tourism Village is a tourism place in Ciwidey Tourism Area, Bandung Regency. Having a major attraction in the field of agro-tourism are oriented on education and culture. That differentiate Lebak Muncang Tourism Village with similar sites are the atmosphere and local wisdom. The management is focusing on attracting tourists especially teenagers because it corresponds with what they offer. Village atmosphere with natural quality and expanse plantation around the village, and their own local wisdom such as how to a dress, cultural dances, activities of daily life and their lifestyle into a unique and distinctive. This two things are the positioning and differentiation that is owned by Lebak Muncang Tourism Village compare with the other tourism places in West Java area.

2. THEORETICAL BACKGROUND

Local wisdom is a value system and a way of life which is owned by each community. The values of these has its own characteristics, although there are some similarities between the patterns in the diversity of the order of one community groups and other social groups. Local wisdom as a knowledge in practice is a community effort to conserve resources in order to continue to be used to support them and maintain environmental balance (Hadiwijoyo, 2012: 37-38).

Advertising is part of the promotional mix and the promotion of part of the marketing mix. Advertising is defined as a product that offers a message addressed to the public through a media. While the greatest benefit of advertising is the general public. Advertising activity is defined as the overall process that includes the preparation, planning, implementation and monitoring of delivery of advertisements (Kertamukti, 2015: 64).

"Progress toward teens accompanied with increasing interests of the "personal appearance", as well as other social activities whose members consist of the same sex or different" (Sulaiman, 1995: 29). In general the need for a variety of things against one's will increase therefore it is one of the signs that people grow both physically and nonphysical.

3. THE RESEARCH METHOD

A good design required a complete relevant data source. In doing research, the authors use Qualitative Methods. In a quotation Moleong (2014: 4) in the book "Penelitian Metode Kualitatif" says about the qualitative method "as a research procedure that produces descriptive data in the form of words written or spoken of people and behaviors that can be observed". Which is the focus of this research is about finding out what local wisdom contained in Lebak Tourism Village Muncang is then implemented in the advertising media. The objective is to strengthen the positioning of tourism place that can be useful in the development of tourism in Lebak Muncang Tourism Village.

Local wisdom in Lebak Muncang Tourism Village becoming differentiator between one tourism spot to another. Simple lifestyle living as the farmers are unique portrait of a rarity near the urban city. Warm and friendly people it is becoming an added value for local residents, as well as how to dress when welcoming the guests and easily recognizable because of their use of Sundanese traditional clothing. Tourism Village Lebak Muncang has some typical dances are exhibited when tourists come to visit such as Lengser Dances. This dance performed as for welcoming guests. In front of the entrance gate, the dancers that consisted of children dancing while holding a flag do attraction in front of guests. Then there is the dance Degung where this dance was performed when the guests entered the hermitage of art as a reception. Degung dances played by oldest people using traditional musical instruments. And when the guests went home then there Bangkong Reang dance. Bangkong Reang means "frogs" because this dance is played by a musical instrument made of bamboo which sounds like the sound of frogs.

Lebak Muncang Tourism Village has several attractions such as "live in" the homestay program, agricultural education, studying art, tracking and camping. At the homestay, tourists live in homes where this becomes a momentum for the tourists to know more closely on local knowledge of local residents. Homestay program and learn this art which become oriented to cultural attractions. In the agro activities, the tourists were introduced on how to plant and care are taught directly by local farmers. Activity is at the agro-tourism attraction on the tourist-oriented education.

Among adolescents selected as a target as viewed from the tourist sights are presented and considered very suitable for teenagers. Demographic of teens who have been selected are middle class and above and residing in urban areas such as Bandung and Jakarta. Tourism is not only

recreational but also educative considered to be very beneficial for teenagers to strengthen the learning process and their knowledge in the world of formal education.

From the observation and analysis of competitors then being owned differentiation Tourism Village Lebak Muncang is of agro tourism with a rural atmosphere with the natural beauty that is still very well preserved and there are elements of art and culture such as Art Kuhl Reang indigenous local community. Which became positioning in Lebak Muncang Tourism Village is a place of "agro-tourism oriented to education and local wisdom" where it is becoming a major differentiator owned by Lebak Muncang Tourism Village with similar sites in Area Bandung.

4. RESULT AND DISCUSSION

4.1 Figures, Tables and Equation

From the resulting data, facts and analysis obtained the "agro-tourism oriented to education and culture" being the key word. Viewed from the characteristics of the target audience, the tone and manner that will be implemented on advertising media is fun, dynamic and harmony. "Fun" here means as tourism activities that do a nice thing, whereas "dynamic" here means as tourism activities can be done in various places and have fun thing in itself, and "harmony" mean as the local knowledge possessed locals in harmony with the intent and purpose of the attractions that are served.

Poster used as an advertising medium because the poster is one of the most easily found media and can be placed anywhere. On the poster showed an expression of excitement playing mud in a farm field. This activity is selected because it is one of the activities that are often carried out by local residents and clothing used in the figure the two boys in front of a traditional Sundanese dress, it's been because of the local knowledge most attached to the Sundanese one of which is clothing that is simple they are easily recognizable.



Figure 16 poster of *Desa Wisata Lebak Muncang* using photography technique
Source: Personal Documentation

The promotional video is also becoming one of the advertising media used because it can expose well on the existing characteristics intact. Local knowledge becomes the main thing in impressions

on the promotional video. Lifestyle, hospitality, dances and expressions of tourists and local residents into a few things that have to then be implemented on existing advertising media.



Figure 2 promotional video that shows the rating warmly welcomed
Source: Personal Documentation



Figure 3 promotional video that showing a Lengser dances as a tourist reception
Source: Personal Documentation



Figure 4 promotional video shows the excitement played mud in one of the vegetable fields
Source: Personal Documentation



Figure 5 promotional video showed learn and participate in the Bangkong Reang dance
Source: Personal Documentation

Video footage of some the screenshots above, the promotion of the values contained in the local wisdom Tourism Village Lebak Muncang implemented on an advertising media. This shows a fascination and tourism potential of the tourist attractions as well as a differentiator between similar sites.

5. CONCLUSION

The conclusion that can be drawn is that the cultural values contained in an area should be maintained and should have as part of the community adjacent to the area could be to look after each. Tourism Village Lebak Muncang have so much local knowledge is still very awake. It is then lifted up and implemented in media advertising that is useful in addition to providing information and for promotional purposes, as well as to strengthen the positioning of the Tourism Village Lebak Muncang that appeal and the potential of tourism can be seen clearly the difference with similar sites. From this research hoped to be giving out benefits for the reader and especially on the development of rural tourism in Lebak Muncang.

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