

Conference Paper

Branding the Surabaya Wonorejo Mangrove Botanical Garden Tourism, Through Social Media Video Content

Bayu Setiawan¹, Ririn Puspita Tutiasri^{2*}, Jimmy Putra Pradana²

¹Visual Communication Design, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya 60294, Indonesia

²Communication Study Program, Faculty of Social and Political Science, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail:

ririn_puspita.ilkom@upnjatim.ac.id

ABSTRACT

Tourism Branding is an activity to introduce a tourist spot to the public. One of the tourism branding activities is by creating advertising videos that are packaged attractively, so that they can attract people to visit. Many tourist attractions are empty of visitors after the Covid-19 pandemic, because there is a ban on gathering in certain places. This makes many tourist attractions empty of visitors, one of which is the Surabaya Wonorejo mangrove botanical garden. Community Service Activities, UPN Serves carries out branding activities for the people of Surabaya. Reintroduce the public that the city of Surabaya has natural tourist attractions, which can be visited either with family or with friends. This community service activity was carried out by Citivity Academy lecturers from communication science and visual communication design together with students. In the activities carried out to introduce the Surabaya Wonorejo mangrove botanical garden tourism by creating video content which was uploaded on social media. The aim of creating this video content is to promote Surabaya mangrove tourism to the public. When creating video content, it promotes what facilities are available there, apart from providing alternative entertainment venues that are comfortable, cheap and close by. The video content was acted out by students, as an invitation to teenagers to take a nature holiday at the Surabaya Wonorejo mangrove botanical garden.

Keywords: Community Service, UPN servesi, Mangrove Wonorejo

Introduction

Wonorejo Mangrove Ecotourism, known as the Surabaya Mangrove Botanical Gardens, is a tourist destination that has an interesting attraction. This tourist destination offers natural tourism that is suitable for relieving fatigue. People tend to choose tourist attractions that offer comfortable conditions for their visitors. This is the same as stated by Nurbaiti et al. (2020) that tourist attractions can be visited because they have comfortable and cool conditions, which is a display of natural and environmental conditions. Surabaya is known as the second metropolitan city after Jakarta, which is famous for its sophistication and modernity. The natural tourism presented by the Surabaya Mangrove Botanical Gardens can be an option as a destination for enjoying free time, whether with family, friends, or alone. The facilities presented at this tourist spot provide an extraordinary experience for visitors, with enchanting natural beauty. Mangrove tourist attractions are coastal ecosystems that play a role in maintaining environmental balance. Mangrove ecotourism is seen as having benefits such as ecosystem conservation (Mulyadi & Fitriana, 2018) as well as having an educational element (Umam et al., 2015).

Mangrove planting plays a role in protecting coastlines from sea water erosion, as well as protecting various habitats, both flora and fauna species. Mangroves also have a role in storing carbon for climate balance or overcoming climate change. The empowerment of mangrove forests is very important according to Darmawan & Hilmanto, (2014). This is the same as what was stated by (Prihadi et al.,

How to cite:

Setiawan, B., Tutiasri, R. P., & Pradana, J. P. (2024). Branding the Surabaya Wonorejo Mangrove botanical garden tourism, through social media video content. 8th International Seminar of Research Month 2023. NST Proceedings. pages 313-317. doi: 10.11594/ nstp.2024.4150

2018) that mangrove forests have a large functional role. Mangrove forests have an important role in human life, both ecologically, socially and economically (Saputra & Setiawan, 2014), one of the roles of mangrove forests is environmental education through ecotourism (Sadik et al., 2017).

Surabaya Mangrove Botanical Gardens, Wonorejo is a natural tourist spot that provides various facilities for visitors to feel at home, apart from being a shady and cool place. Important factors that support tourism activities will influence the number of tourists who come (Marcelina et al., 2018). The facilities offered include a playground, picnic area, bird observation area, artificial coral reef, introduction to the variety of flora that grows there, fauna that also lives in the mangrove area, as well as facilities that support visitors. Supporting facilities for visitors such as places to eat, toilets, and prayer rooms. The facilities provided by tourist attractions function to complement basic facilities and enable tourists to stay longer to enjoy their tour to provide services to tourists (Putri Adinda Trisia, 2022). At the beginning of the opening of the Wonorejo mangrove ecosystem conservation and education area, it received quite a lot of appreciation from visitors. This can be seen from the large number of tourist visits, however, during the Covid-19 pandemic, visitors decreased. The existence of restrictions on gatherings and maintaining distance has an impact on visitors who come.

There is a need for activities to re-promote the Surabaya Mangrove Botanical Garden, Wonorejo, as a tourist destination of choice for the community. Promotional activities for tourist attractions are related to communication and publication to build a positive image regarding the tourist attraction. Promotion is an element of the marketing mix with the aim of informing, persuading, and reminding the target market to want to visit if it is related to a place or buy if it is related to an item. Promotional activities can also be used to encourage people to buy again or visit again. The aim of a promotional strategy is to build a brand with a good image. Consumers will be more likely to choose products or services that they are familiar with and trust. Through marketing, consumers will know the brand and image that is being built and what its advantages are (Rosdi, 2019). Promotion of tourist attractions uses various methods and media, which aim to promote the potential of a tourist destination by disseminating it with the aim of building the image of the destination. Promotion is a method that is often used in marketing activities to increase the development of a company, namely: brand, product, or the company itself. Promotion is a way of communication to provide information, to give potential customers a sense of confidence regarding goods or services (Astrama & Mahayasa, 2021). Community service activities, in the UPN Serve program, want to promote the tourist destination of the Surabaya Mangrove Botanical Gardens, Wonorejo through social media video content.

Social media users in Indonesia have experienced a very rapid increase, according to Reportal data, in 2023 the number of social media users will reach 167 million users, with 153 million over 18 years of age or 79.5% of the total population (Yonata, 2023). Progress in communicating becomes faster and easier. One of them is through social media. Social media users are increasing every day (Riyanto, 2022), and this creates opportunities to promote businesses or goods using social media, including UPN Berabdi community service activities. UPN Serve activities use promotional videos to promote the Surabaya Mangrove Botanical Garden, Wonorejo. Promotional Video is a communicative and informative way of conveying information because it displays audio and visuals (Mahesti, 2020). Video is a medium that is suitable as a medium for marketing a product or service, this is because the informative and communicative nature of video makes potential consumers more easily interested. Promotional videos are often made with a short duration but provide a lot of information. Many people are more interested in getting information from videos because they use more sensory organs to perceive it, namely the sense of sight and the sense of hearing. This makes the information displayed easier for the person receiving the video to accept.

UPN Serve Service Activities, in carrying out branding and promotion at the Surabaya mangrove botanical garden tourism, Wonorejo, uses promotional video media. This promotional video is used as content on social media, to reintroduce the mangrove tourist destination, Surabaya Mangrove Botanical Garden, Wonorejo to the public.

Material and Methods

UPN Serve Service Activities are service activities carried out by the UPN “Veteran” Jawa Timur academic community, namely lecturers collaborating with students. In the Mangrove Tourism Branding activity, Surabaya Mangrove Botanical Gardens, Wonorejo Communication Science Lecturer Collaborated with Visual Communication Design Lecturer, UPN “Veteran” Jawa Timur. The branding activities carried out aim to introduce and invite people to visit the Mangrove Botanical Gardens in Surabaya, Wonorejo. This social media content creation activity in the form of promotional videos is aimed at the millennial generation and Generation Z, who are active users of social media. Social media increases the promotion of tourist attractions through making promotional videos, this is by research conducted (Nurjanah, 2018). This promotional video was made to introduce the facilities available at the Surabaya mangrove botanical garden, Wonorejo. This content video is made with a duration of one to four minutes, adjusted to the platform for uploading the video. Currently, suitable platforms for video promotion media are Instagram and TikTok. This UPN Mengabdi community service activity was carried out for one semester, at the Surabaya mangrove botanical garden, Wonorejo. Social media video content can increase the attraction of consumers to visit tourist attractions because social media is a pillar for conveying information. Social media also makes it easier for people to connect and interact with each other (Akbari & Mathory, 2022).

Results and Discussion

Social media video content

Creating social media video content, in this UPN Mengabdi community service activity, is used as promotional and branding media for the Surabaya mangrove botanical garden, Wonorejo. Social media is a medium that is suitable for use as a means to promote both services and goods, including tourist destinations. Before going on holiday, people will look for references using social media. This is what made the community service team in the UPN Serve program choose branding through videos uploaded to social media.

The activity of creating promotional and branding video content for the Surabaya Mangrove Botanical Garden, Wonorejo, requires the right strategy so that the information message produced is in line with what is to be communicated, as well as what is needed by the recipient of the message. Making video content in community service carries out analysis first, namely related to the right marketing strategy. There are several things in marketing strategy according to (Sanusi, 2015), namely: segmentation, targeting, and positioning. Creating the right content, namely by displaying information related to objects, clear information, and with the right duration can make it easier for message recipients to more easily accept the information being shared. Information that is provided with the right duration makes people interested in repeating the message being shared because it doesn't get boring and takes a long time.

UPN Service Activities: Serving in the activities of distributing promotional video content and appropriate social media branding is expected to be able to form a good destination image and generate interest in visiting tourists. Video content creation activities carry out work design related to marketing strategies. The work design prepared by the UPN Serving team for community service activities consists of 5 stages, namely:

1. The video design concept, at this stage, relates to things done by the team regarding production before executing the video shoot. At this stage, activities start from discussing ideas in the field, namely those related to mangrove tourist destinations, the Surabaya mangrove botanical garden, Wonorejo.
2. The second stage is narrative, narrative to support the design process for making promotional videos. In making this narrative, the team carried out simple research and observations to obtain information that supports the creation of video content. This narrative makes it easier for the audience to understand the meaning of the information or message in the video content.
3. A storyboard is a reference for arranging each scene in the video taken.
4. Editing process, a process where there is merging, cutting, giving effects, and adding music or background sound to make the video more interesting. The editing stage includes: composing,

editing, adding background music, video transitions, dubbing, adding text, and the rendering process, once everything is finished, the video is exported.

5. The fifth stage is the publishing stage. Creation of promotional and branding video content for the Surabaya mangrove botanical garden, Wonorejo: Instagram, Whatsapp, and TikTok.

The choice of social media platform chosen for uploading video content must also be chosen based on suitability for fans or users of the media. The use of social media can increase the number of visitors, such as the use of Instagram, WhatsApp, Facebook, and TikTok social accounts (Akbari & Mathory, 2022). According to data released by We Are Social and Kepios according to Kemp, (2022) in Umari (2023), several social media platforms are also in great demand by Indonesians, including WhatsApp 88.7%, Instagram 84.8 %, Facebook 81.3%, and TikTok 63.1%. The interaction of information on social media platforms varies, so the promotion and branding of mangrove botanical gardens requires choosing the right social media platform.

The interactions that occur on social media are related to uploaded content related to information about mangrove tourist attractions, the Surabaya mangrove botanical garden, Wonorejo which is interesting. Video content uploaded to social media makes people who see the content visit that location. The purpose of advertising is to convey information and increase sales (Kotler, 2017). This is similar to promotional activities for the Surabaya Mangrove Botanical Gardens, through social media, to increase the number of people visiting. In this UPN Berabdi community service activity, promotional and branding video content uses three platforms to upload the video, namely WhatsApp, Instagram, and TikTok. For posts to go viral and be seen by many social media users, this service activity collaborates with students to post promotional and branding videos.

Things that need to be considered when uploading videos on social media content are attention, interest, desire, conviction, decision, and action (Lukitaningsih, 2013). The difference in platforms for uploading also makes it necessary to consider how to create video content starting from planning according to the platform. Promotion using TikTok media emphasizes the value of the product by explaining the benefits or providing information uploaded by buyers (Tasruddin, 2015). Forms of promotion on social media, instant messaging such as WhatsApp can be used because it makes users interested in visiting. The WhatsApp application is interesting, we can see user status when we save each other's numbers, and this builds trust for users (Tutiasri & Kusuma, 2020).

Conclusion

Community Service Activities, UPN Serves carries out promotional and branding activities for the Surabaya mangrove botanical garden, Wonorejo. In this service activity, the team creates video content which is uploaded to social media. The aim of creating this video content is to invite the public and social media users to visit or travel to the Surabaya mangrove botanical garden, Wonorejo. Creating video content involves five stages of creation, namely: video design, narrative creation, storyboarding, editing, and publishing processes. The content created is aimed at social media users, namely Instagram, TikTok, and the WhatsApp instant messaging application. The video content created informs about the facilities available at the Surabaya mangrove botanical garden, Wonorejo.

Acknowledgment

This community service activity received funding support from the UPN Mengabdi activity in 2023. We are grateful that we can carry out community service activities because of the funding and support.

References

- Akbari, E., & Mathory, S. (2022). Dampak video promosi objek wisata pada peningkatan pengunjung Dewi Sri Waterpark. *Journal of Business Administration Economics & Entrepreneurship*, 4(2), 105–119.
- Astrama, I. M., & Mahayasa, I. G. A. (2021). Kajian Strategi Pemasaran Obyek Wisata Gunung Kawi Tampaksiring Kabupaten Gianyar Ditinjau dari Persepsi Wisatawan. *Widya Manajemen*, 3(1), 39–56.
- Darmawan, A., & Hilmanto, R. (2014). Perubahan tutupan hutan mangrove di pesisir Kabupaten Lampung timur. *Jurnal Sylva Lestari*, 2(3), 111–124.
- Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*.
- Lukitaningsih, A. (2013). Iklan yang efektif sebagai strategi komunikasi pemasaran. *Jurnal Ekonomi Dan Kewirausahaan*, 13(2), 116–129.
- Mahesti, N. D. (2020). Perancangan Video Promosi Destinasi Wisata. *Universitas Negeri Semarang*, 10(2), 103–112.

-
- Marcelina, D., Febryano, I. G., Setiawan, A., & Yuwono, S. B. (2018). Persepsi wisatawan terhadap fasilitas wisata di pusat latihan gajah Taman Nasional Way Kambas. *Jurnal Belantara*, 1(2), 45–53.
- Mulyadi, U., & Fitriana, L. (2018). Hashtag (#) as Message Identity in Virtual Community. *Jurnal The Messenger*, 10(1), 44. <https://doi.org/10.26623/themessenger.v10i1.671>
- Nurbaiti, N., Harianto, S. P., Iswandar, D., & Febryano, I. G. (2020). Persepsi pengunjung terhadap wisata bahari di Pantai Klara, Provinsi Lampung. *Journal of Tropical Marine Science*, 3(2), 65–73.
- Nurjanah, N. (2018). Pemanfaatan media sosial masyarakat sadar wisata dalam mempromosikan potensi wisata baru. *Medium*, 6(2), 39–50.
- Priyadi, D. J., Riyantini, I. R., & Ismail, M. R. (2018). Pengelolaan kondisi ekosistem mangrove dan daya dukung lingkungan kawasan wisata bahari mangrove di Karangsong Indramayu. *Jurnal Kelautan Nasional*, 13(1), 53–64.
- Putri Adinda Trisia, R. N. N. (2022). Strategi komunikasi pemasaran taman wisata alam angke kapuk dalam meningkatkan kunjungan. 3(6), 6471–6476. file:///E:/download/2103-Article Text-5523-1-10-20221103.pdf
- Riyanto, A. D. (2022). Hootsuite (We are Social): Indonesian Digital Report 2022. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>
- Rosdi, M. (2019). Strategi pemasaran untuk meningkatkan volume penjualan pada. *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 49–54.
- Sadik, M., Muhiddin, A. H., & Ukkas, M. (2017). Kesesuaian ekowisata mangrove ditinjau dari aspek biogeofisik kawasan pantai Gonda di Desa Laliko Kecamatan Campalagian Kabupaten Polewali Mandar. *Jurnal Ilmu Kelautan SPERMONDE*, 3(2).
- Sanusi, A. (2015). *Manajemen strategi pemasaran*. Bandung: CV Pustaka Setia.
- Saputra, S. E., & Setiawan, A. (2014). Potensi ekowisata hutan mangrove di desa merak belantung kecamatan kalianda kabupaten Lampung Selatan. *Jurnal Sylva Lestari*, 2(2), 49–60.
- Tasruddin, R. (2015). *Strategi promosi periklanan yang efektif*.
- Tutiasri, R. P., & Kusuma, A. (2020). Millennial generation and family literacy within the dissemination of hoax in Whatsapp group. *Informasi*, 50(2), 153–164.
- Umam, K., Sudiyarto, S., & Winarno, S. T. (2015). Strategi pengembangan ekowisata mangrove Wonorejo Surabaya. *AGRARI: Journal of Agribusiness and Rural Development Research*, 1(1), 38–42.
- Umari, T. (2023). The effect of classic guidance on increasing self-acceptance of Junior High School Students Using Instagram. *Jurnal Edu Counseling*, 1(1), 52–57.
- Yonata, A. Z. (2023). Menilik pengguna media sosial Indonesia 2017-2026. *GoodStats*, 1–4. <https://data.goodstats.id/statistic/agneszfanyayonatan/menilik-pengguna-media-sosial-indonesia-2017-2026-xUAlp>
-