

## Optimizing the Use of Social Media for Destination Branding of Glagah Wangi Istambul Beach in Demak

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**Abstract** Glagah Wangi Istambul Beach is one of the new natural tourist destinations in Demak Regency. Managed by BUMDes (Village-Owned Enterprises) named Istambul Karya. The construction of branding destination, promotion, and implementations of Sapta Pesona (Seven Enchantments) is a foundation of new tourist destination development to attract visitors to visit tourist destinations including Glagah Wangi Istambul. However, with the aims of designing appropriate strategies, it is necessary to identify the problems and potentials of the region. One of them is through SWOT analysis. In 2020, KKN-PPM UGM team carried out an online KKN due to the Covid-19 pandemic situation. The team focused on formulating a tourist destination development strategy for Glagah Wangi Istambul Beach. Therefore, the data collection was done by way of observations, literature studies, and online interviews. In addition, online surveys using a google form questionnaire were done to visitors to evaluate the Sapta Pesona elements. The result of the formulation of tourist destination development strategy was social media optimization for promotion and designing branding destination for Istambul Beach iconic elements that consisted of involves mangroves, boats, and sunsets as a logo for Glagah Wangi Istambul Beach.

### 1. INTRODUCTION

Tambakbulusan Village is one of the villages located in Karangtengah, Demak, Central Java. This village consists of four hamlets: Tambakbulusan, Tambakgembolo, Tambak Tengah, and Tambak Kontrak. Based on the monograph data of Tambakbulusan Village in 2020, Tambakbulusan Village's area is about 470,047Ha, all of which is utilized for ponds (419,741Ha), settlements and yards (5,860Ha), moors (0,0705Ha), fields (10,069Ha),

graveyards (10,0695Ha), and other necessities (23,560Ha).

Tambakbulusan Village has various potentials, one of which is tourism potential. Glagah Wangi Istambul Beach, also known as Istambul Beach, offers the beauty of the mangrove ecosystem around the beach and a panoramic view of the beautiful sunset. As time went by, the tour manager also has provided exciting photo spots, playgrounds, local cuisines, boat rides, public facilities, and others.

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Glagah Wangi Istambul Beach has experienced various developments from time to time. This development cannot be separated from the role of the Universitas Gadjah Mada's Community Service Program (KKN-PPM UGM) team from 2018 to 2020. In 2020, the JT-314 UGM KKN-PPM team (or well-known as the KKN 2020 team) conducted an online KKN, during which all activities were not carried in person. Nevertheless, tourism potential in Tambakbulusan is still not yet optimized by the surrounding community. One of them is shown by the imperfection in social media utilization.

Glagah Wangi Istambul Beach is classified as a new tourist destination. It seems that it is not much known by many people, especially those living outside Demak. One of the causes is the limited information available regarding this tourist destination. The internet and social media are some of the media which are suitable for increasing tourist attractions' popularity through promotion strategies. Based on research findings from Wearesocial Hootsuite released in January 2019, internet and social media users in Indonesia reached 150 million, 56% of the total population. In addition, research related to social media in Indonesia in 2020 shows the platform most often used by social media users in Indonesia aged 16-64 years was YouTube (88%). Subsequently, the most frequently accessed social media were WhatsApp (84%), Facebook (82%), and Instagram (79%).

BUMDes being an administrator for social media has been incapable of optimizing social media. It is shown by the limited supply of information and lacking management. Thereby, it is necessary to formulate a specific strategy for promoting the beach using social media. One of the methods is to strengthen the promotion process, and this is to construct a destination branding.

The Indonesian government has a standard creative concept to establish destination branding. This is Sapta Pesona (Seven Enchantments) as minimum reference for any tourist destinations to develop themselves. Sapta Pesona has a vital role in increasing tourists' visits and indirectly will provide significant benefits to the region (Rahmawati, 2017). According to The Minister of Culture and Tourism Regulation Number PM/04/UM.001/MKP2010 and Number 11 PM/17/PR.001/MKP/2010, Sapta Pesona stands for seven elements of enchantment that must be created to bring about a conducive environment and ideal tourism environment. The objective is to encourage the growth of tourists' interest in visiting tourist destinations. The Sapta Pesona consists of safety, orderliness, cleanliness, coolness, beauty, hospitality, and memorability (Rahim, 2012).

Based on the potentials and problems stated earlier, the objective of this research was to formulate Glagah Wangi Istambul development strategies using social media as promotion tools based on destination branding along with the implementation of Sapta Pesona concepts. The region's conditions were taken into consideration in formulating these strategies. The identification process was conducted using SWOT analysis. Therefore, all of the potentials and problems in the targeted region could be recognized. It is hoped that the findings of this research can be regarded as suggestions or inputs for the government in designing policies regarding Glagah Wangi Istambul Beach.

## 2. METHOD

The data collection was carried out through direct observations, online interviews with the tourist destination manager, and a survey using a google form questionnaire to Glagah Wangi Istambul Beach tourists. Fifty tourists became the respondents for this survey, and these respondents were visitors who had come to Glagah Wangi Istambul Beach in Tambakbulusan village during the period between March 2019 and August 2020. Meanwhile, based on the number of visits to Tambakbulusan Village, there were 26% of the participants who had visited the beach only once; 14% of the participants had visited the beach two times; 8% of the participants had visited the beach three times; 8% of the participants had visited the beach four times, and 44% of the participants had visited the beach more than four times. In addition, we also did literature studies on village monographs, Village Medium Term Development Plan (Rencana Pembangunan Jangka Menengah, RPJM) and the findings of previous KKN teams conducting their programs in Tambakbulusan Village. The analysis technique used in this research was descriptive qualitative. We used the SWOT analysis to determine the target tourist destination's strengths and weaknesses before setting the goals and strategies for this study.

The implementation of the community service activities was done from 29 June to 18 August 2020. During this period, the community service team carried out the procurement of the Tambakbulusan creative photo competition, the creation of Tambakbulusan Village profile infographic, the creation of health protocol guide content for the tourist attraction during the pandemic, contents creation of Tambakbulusan Village's potential, and website management.

## 3. RESULT AND DISCUSSION

Glagah Wangi Istambul Beach is one of the natural tourist destinations located in Karangtengah District, Demak Regency, Central Java Province. This site is managed directly by Tambakbulusan Village people through the BUMDes (Village-Owned Enterprises)

"Istambul Karya". Based on the results of an interview with Mr. Zamroni as the Public Relations Officer of BUMDes Istambul Karya, the BUMDes was formed and stipulated on November 15, 2018, through a Village Regulation (Peraturan Desa, Perdes). Since its establishment, this BUMDes has only opened tours for annual activities such as Syawalan. Over time, tourist visits have increased so that the village government has given a mandate to BUMDes to manage fully and officially. Glagah Wangi Istambul Beach started operating on September 19, 2019.

Tambakbulusan adopted community-based tourism as a development strategy in Tambakbulusan Village. This community-based development approach can promote the community's independence to build the region's potential so that all economic and social benefits can be gained by all members of the community. Being less dependent on outsiders will stimulate the creativity of the available human resources. BUMDes Istambul Karya, as a village business institution managed by the community and village government, has a mandate to strengthen the village's economy by optimizing its potentials. One of Tambakbulusan Village's prospects, which is the focus of development, is Glagah Wangi Istambul Beach and the mangrove forest shown in Figure 1 that are utilized as tourist attractions.



**Figure 1.** a) Mangrove forest in Tambakbulusan Village; b) Glagah Wangi Istambul Beach

The tourism potential in Tambakbulusan Village does not seem to be optimized. This is shown by the limited infrastructure development. Furthermore, tourist destinations in Tambakbulusan village are not much known by many people, especially those living

outside Demak Regency. This is caused by the limited amount of information available. If tourist destinations in Tambakbulusan Village, especially Glagah Wangi Istambul Beach are developed, it will have the potential to boost the local economy. Hence, it is necessary to analyze their strengths, weaknesses, opportunities, and threats using SWOT analysis. The objective was to formulate a tourist destinations development strategy in Tambakbulusan Village.

### 3.1. Tambakbulusan Village SWOT analysis

Identifying potentials and problems in Tambakbulusan Village, especially related to Glagah Wangi Istambul Beach, needs to be done to formulate its regional development strategy. The results of the area identification are presented in the form of a SWOT (Table 1).

### 3.2. Analysis of the use of social media as a promotion tool

The results of the analysis of social media used by BUMDes Istambul Karya are explained as follows.

#### 3.2.1. Facebook

BUMDes Istambul Karya already has a Facebook account that consists of Facebook group and a fan page. When viewed from their activeness, the Facebook group is more involved than the fan page. In terms of members, the number of Facebook group members is more than the fan page. The number of members of the Facebook group reaches more than 8000. However, based on the uploaded contents, the Facebook group and the fan page have not provided informative contents related to Istambul tourist attractions. Most of the uploaded contents are visitor travel photos that show the beauty of the surrounding of the tourist destination and its excitement. The following is the Facebook group link for BUMDes Istambul Karya:

<https://m.facebook.com/tambakbulusan/>

#### 3.2.2. Website

The Tambakbulusan Village website was created in 2018 by the 2018KKN UGM team. After the KKN ended, the 2018 team gave it to the village's stakeholders. However, they did not manage the website well. There are many incomplete contents in the website, such as articles about the village, tourist attraction locations, and latest news related to the village. The previous KKN UGM team (the 2019 KKN team) reactivated the website. The following is the link to the Tambakbulusan Village website:

<http://tambakbulusan.desa.id/>

#### 3.2.3. Instagram

Similar to the Facebook group, the contents posted in the village's Instagram account is still about the beauty of the village area and traveling excitement.

Table 1. SWOT matrix for Tambakbulusan Village, Demak

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Mangrove species diversity</li> <li>- Beach with calm waves</li> <li>- Panorama of the sunset</li> <li>- The BUMDes Institute has been formed since 2018</li> <li>- The BUMDes Institute has social media accounts for Instagram, Facebook, and YouTube</li> <li>- Tambakbulusan Village has a village website</li> <li>- The existence of boat taxis and rivers running through the mangrove forest to the beach location. Ponds dominate land use</li> <li>- The diversity of pond cultivation results</li> <li>- Variety of marine and additional processed Micro, Small, and Medium Enterprises or MSME (Usaha Mikro Kecil Menengah, UMKM) products</li> </ul>	<ul style="list-style-type: none"> <li>- Less intensive tourism promotion efforts</li> <li>- Less optimal use of social media for promotion of the tourist destinations</li> <li>- The village website has not been used optimally</li> <li>- The number of productive human resources is limited</li> <li>- Low quality of human resources</li> <li>- The number of rides for tourist destinations is still limited</li> <li>- Weak coordination between village institutions</li> <li>- The high volume of trash</li> <li>- The road condition to the tourist destinations is not good</li> <li>- Low security at tourist destinations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Development of information technology that can be accessed easily</li> <li>- Social media is a potential promotional media</li> <li>- Strategic location, close to Semarang as the capital of Central Java Province and the Pantura route</li> <li>- Support from the Demak Regency Tourism Office</li> </ul>	<ul style="list-style-type: none"> <li>- Competition between similar tourist destinations</li> <li>- Tourist visits have decreased due to the COVID-19 pandemic</li> <li>- Sea level rise due to global warming (flooding)</li> </ul>

There is no information about travels. The number of followers of Glagah Wangi Istambul Beach Instagram has reached more than 2,400 people. The following is the link to the Instagram account managed by BUMDes Istambul Karya:

[https://www.instagram.com/pantai\\_glagahwangi\\_istambul/](https://www.instagram.com/pantai_glagahwangi_istambul/)

### 3.2.4. YouTube

Initially, BUMDes Istambul Karya did not yet have YouTube. However, they created a YouTube channel to participate in a video competition entitled "Lomba Rayakan Kemerdekaan Tingkat Nasional" (Competition to Celebrate National Independence) organized by the Ministry of Tourism and Creative Economy. This YouTube channel is also provided when Glagah Wangi Beach was nominated as one of the most popular new tourist destinations in the 5th Indonesian Enchantment Award (Anugerah Pesona Indonesia, API) in 2020. The creation and management of this channel was assisted by the 2020 KKN team. The following is the link to the YouTube channel managed by BUMDes Istambul Karya:

<https://youtube.com/channel/UCgiVpTPmOfC7RCY1iHYz7Dg>

Based on the analyses of all the social media above, we concluded that the manager did not use these social media optimally. There are still many essential features that they do not use, one of which is the insight feature, which can help BUMDes measure the management's effectiveness to date. In addition, in every content posted on social media, the BUMDes had not included useful information about the village's tourist destinations, which are the mangrove forest and Glagah Wangi Istambul Beach.

### 3.3. Results of the Glagah Wangi Istambul Beach visitor survey

Efforts to evaluate the management of the Glagah Wangi Istambul Beach were carried out through a google form questionnaire to visitors focusing on assessing the application of Sapta Pesona (Seven Enchantment), except for the coolness aspects. We do not consider it because other elements in the questionnaire already represent the coolness aspects. The online survey showed the following results.

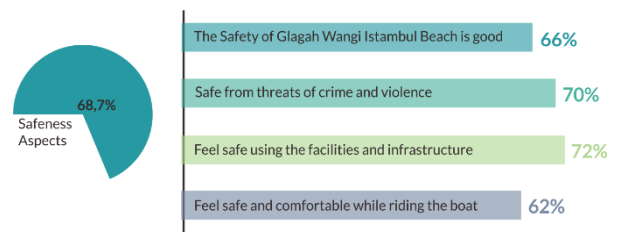


Figure 2. Percentage pie chart of safeness aspect

The online survey involving 50 respondents showed that 68.7% of the respondents stated that the security at Glagah Wangi Istambul Beach is adequate. The Glagah Wangi Istambul Beach security team was managed by the Public Protection Officer (Petugas Perlindungan Masyarakat, Limnas). However, some visitors considered that the security system at Glagah Wangi Istambul Beach was still not sound. They have some concerns, that is: (1) personal safety when boarding a boat, (2) worries about falling while walking along the mangrove forest tracking path, (3) concerns about losing their belongings, (4) personal safety when using tourist facilities, and (5) confusion in identifying tourism officers and managers.

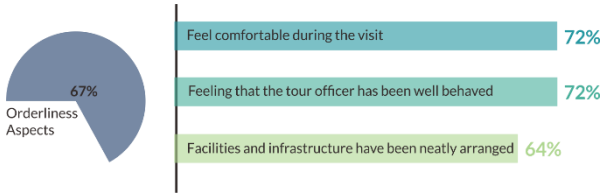


Figure 3. Percentage pie chart of orderliness aspects

The survey results showed that 67% of the respondents stated that Glagah Wangi Istambul Beach was in good order. However, some visitors had complaints including (1) the photo spots were still poor and not neatly arranged, (2) the orderliness of the queues at the pier was still poor, (3) some visitors brought a lcohol drinks, and (4) the stalls were still not neatly arranged.



Figure 4. Percentage pie chart of cleanliness aspects

The survey results showed that 50.7% of respondents stated that Glagah Wangi Istambul Beach had good cleanliness. As many as 68% of visitors felt that Glagah Wangi Istambul Beach still had large amount of garbage even though 68% of the visitors said that Glagah Wangi Istambul Beach already had strategically placed and visible trash bins. This difference in percentage shows that visitors' awareness of disposing of garbage was still lacking. Only 52% of the visitors felt comfortable using the facilities (such as toilets, washrooms, prayer rooms, and food stalls). Several visitors also gave some notes: (1) garbage was scattered everywhere, and (2) some facilities such as gazebos and public toilets were still uncomfortable to use.

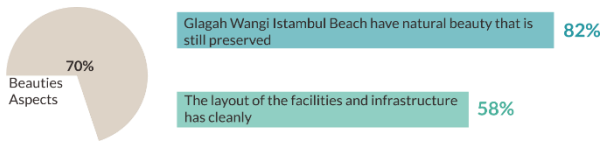


Figure 5. Percentage pie chart of beauties aspects

The survey results showed that 70% of the respondents stated that Glagah Wangi Istambul Beach had beauties, especially natural beauty, but the infrastructure arrangement had not been well managed. In addition, the amount of garbage was alarming, and this reduced the beauty of the beach and mangrove ecosystem. Several visitors gave notes, including: (1) the shops on the beach were still messy, and (2) the number of photo spots was still insufficient, and their appearances were not very attractive.



Figure 6. Percentage Diagram of Hospitableness Aspects

The survey results showed that officers' friendliness, managers, and the surrounding community in their attitude towards visitors were good. Some 84% of visitors feel welcomed with a smile, 78% of the community has been friendly to them, and 80% of visitors have felt comfortable with the hospitality provided.

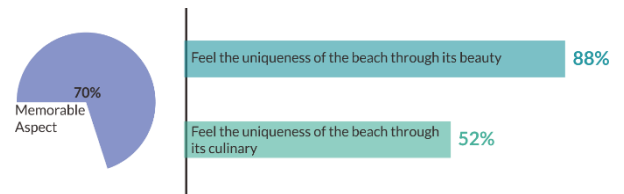


Figure 7. Percentage Diagram of Memorability Aspects

Based on the survey that we conducted, as many as 88% of visitors claimed to have experienced Glagah Wangi Istambul Beach's uniqueness in Istanbul through the beach's beauty, mangrove forests, sunset views, and boat rides. However, this uniqueness is still lacking in the culinary aspect. Only 52% of visitors could experience Glagah Wangi Istambul Beach's identity through its culinary delights. Meanwhile, some other visitors regretted that they could not buy any souvenirs because no one sold them there.

Based on the survey that we described earlier, all visitors who filled out the survey thought that Glagah Wangi Istambul Beach had beauty, and this needed to be preserved. Based on our observations above, the manager of Glagah Wangi Istambul Beach had implemented the Saptas Pesona. They implemented the hospitality well, but the cleanliness aspect was still not optimal. Optimization of the Saptas Pesona as a whole needs to be carried out by the manager of Glagah Wangi Istambul Beach and Tambakbulsan Villa ge officials, the surrounding community, and the tourists.

The COVID-19 pandemic situation led to the online KKN PPM UGM, which was previously done by going into the field and interacting directly with the residents. This condition created limitations in determining what programs that we could implement. The KKN PPM UGM JT 314 team (2020) focused on solving the lack of efforts to promote tourist destinations in Glagah Wangi Istambul Beach through destination branding by taking advantage of social media. The openness of tourist destinations' managers to the KKN PPM UGM team to access social media that had been used provided an opportunity to give

examples of strategies for increasing the number of tourists' visits through social media use.

### 3.4. The social media utilization program by the BUMDes Istambul Karya to support the promotion of Glagah Wangi Istambul Beach

Efforts to increase tourists' visits to Glagah Wangi Istambul Beach by optimizing social media for tourism promotion were carried out using social media platforms comprising Facebook, Instagram, the village's website, and YouTube. The followings were some KKN activities that were carried out together with the people of Tambakbulusan Village, especially BUMDes Istambul Karya as the manager of the Glagah Wangi Istambul Beach to promote the beach through social media.

#### 3.4.1. Tambakbulusan creative photo competition

The Tambakbulusan Creative Photo Competition was an activity aimed at the people of Central Java in the form of a photo competition with the concept of Tambakbulusan Village's potential. The aim was to increase community participation in promoting Tambakbulusan Village's potential to improve Tambakbulusan Village's image among the wider community and introduce social media directly managed by BUMDes Istambul Karya. The potential includes Glagah Wangi Istambul Beach, MSME products, ponds, mangroves, and cultural traditions. The competition was held in collaboration with BUMDes Istambul Karya and the Tambakbulusan Village Government by utilizing social media Facebook, BUMDes' Instagram, and Tambakbulusan's village website. Efforts made to optimize these activities' benefits were introducing Tambakbulusan Village MSMEs' potential through product posters in Tambakbulusan Village. The competition was also one way to seek support for Glagah Wangi Istambul Beach, which was nominated for the Most Popular New Destination in the 5th *Anugerah Pesona* Indonesia in 2020.

The Tambakbulusan creative photo competition succeeded in gathering 70 participants from various regions in Central Java. The number of photos collected was more than 120 photos. The photo competition's impact was evident on every BUMDes social media account indicated by the significant increase in their members and followers, especially the Facebook group. When this community service program was conducted, there had been more than 1,000 members of the Facebook group, and to date, the Facebook group has more than 8,000 members. Likewise, the number of followers of the village's Instagram account increased when the photo competition was on going. After introducing Tambakbulusan Village MSME products

through posters uploaded on BUMDes social media, MSME entrepreneurs in Tambakbulusan Village are currently participating in promoting their products massively to the Facebook group.



Figure 8. a) Poster guide for tourists visiting in the new normal era; b) Poster of mangrove types in Tambakbulusan Village

#### 3.4.2. Tambakbulusan Village profile infographic

Tambakbulusan Village Profile Infographic was an effort to describe Tambakbulusan Village's condition through an infographic and data visualization to make it easier for the community to understand its condition. The data used includes government, geography, social and economic conditions in 2018.

The infographic profile of Tambakbulusan Village was published through Instagram and the BUMDes Istambul Karya Facebook group and through tabular data on the village's website. The introduction of village conditions could provide an overview to the community regarding the village's potentials and existing problems.

### 3.4.3. Preparation of health protocol guide content for tourist destinations during the pandemic and Tambakbulusan Village's potential content

The making of books and posters on health protocol guidelines at tourist attractions during the pandemic was carried out as a form of education to the public. The posters were distributed both on Facebook and Instagram. In addition, we gave the health protocols guidebook to the village. The target was mainly tourists who wanted to travel to Glagah Wangi Istambul Beach.

The poster explaining Tambakbulusan Village's potential was made as a form of an introduction to its commodities and potentials, one of which is mangrove. This poster contained various mangrove species that have been identified as many as more than 30 species scattered across Tambakbulusan Village. The potential of the mangrove diversity was used as ecotourism, and this could be an added value for Glagah Wangi Istambul Beach. The previous year's KKN PPM UGM team had carried out an inventory of the mangrove species, recorded them and made many signboards installed along the mangrove track leading to the beach.

### 3.4.4. Website management

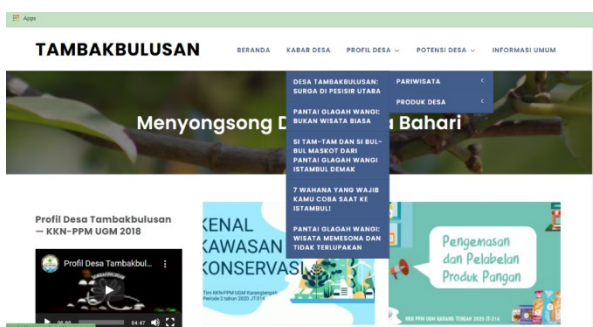


Figure 9. Views of Tambakbulusan Village Website

In terms of website management, our team updated information about the village related to tourism, administration, and the latest news. We also posted the outputs of the KKN program on the website, hoping that the community would access this information more easily. After the KKN activities were finished, we returned the website management to the village government. The introduction of the village website became more intensive in every post on the social media by including the website address, and it has positive impacts on the awareness of the importance of managing the village's websites. The village's

website can provide an overview of the area's condition, the activities carried out, and help increase the number of visitors to the village's website. After completing this KKN program, the villagers used the village's website to post information about the village's progresses. In other words, the information about the village is updated continuously.

### 3.4.5. Promotion of travel destinations through online media

One strategy to promote tourist destinations, apart from using social media managed by the manager, is through online mass media. To promote Glagah Wangi Istambul Beach more widely, our team utilized the Universitas Gadjah Mada's (UGM) website to get a broader target audience by writing articles related to ecotourism development in Tambakbulusan Village. The following is the article link that we published successfully on the UGM's website: <https://ugm.ac.id/id/berita/19916-kkn-ppm-ugm-kembangan-ecotourism-di-tambakbulusan-demak>

Our team used Glagah Wangi Istambul Beach's entry into the Most Popular New Destination nomination in the 5th Anugerah Pesona Indonesia (API) in 2020 to help Glagah Wangi Istambul Beach win the event. Together with BUMDes and the Village Government, we decided to win API through social media and strategies in the field. We focused on seeking supports through social media. Up until today, the support for Glagah Wangi Istambul Beach has been in the top three. Our team also helped encourage BUMDes to participate in the national-level independence celebration competition held by the Ministry of Tourism and Creative Economy. We assisted in making videos to be contested. Glagah Wangi Istambul Beach made it into the top 25 best and received appreciation from the Tourism and Creative Economic Minister. Since the various achievements obtained by Glagah Wangi Istambul Beach, Tambakbulusan Village has been the target of multiple institutions to participate in its development, such as from the Demak Regency Tourism Office, and it became a fostered village of Diponegoro University.

Based on the results of the interviews with the key persons in the village, especially with the beach's management, it was stated that the work program compiled by our team was suitable with the needs of the village and helped the manager in his efforts to develop the marketing, so that there was an increase in the number of visiting tourists. The work program carried out by our team could increase the ability and enthusiasm of the tourism actors in the village in managing their tourism businesses, including the promotion of Tambakbulusan Tourism. This was evidenced by the marketing strategy carried out by them after the KKN program was completed. The

manager used the same social media method by sharing information related to Glagah Wangi Istambul Beach and using the KKN program outputs such as mangrove books as a reference for the promotion. The manager hoped that there would be another assistance in the future that can help significantly increase tourists' visits.

### *3.5. Optimization of tourist destinations*

Beach's managers can carry out efforts to optimize the management of the attractions of Glagah Wangi Istambul Beach through the following strategies:

Performing tourism cleanliness management through the "Tourism Waste Bank" program. The problem of waste is very urgent, and the tourism managers must handle it quickly. The existence of the much-scattered garbage may make the beauty of the beach fade away. Through the Tourism Garbage Bank program, we hope that it can increase visitors' awareness of waste, reduce the amount of waste, and on the other hand, it can also increase awareness that garbage can still have values. According to some testimonies, the tourism Waste Bank program can facilitate the recycling of the garbage. This can be recycled into souvenirs or processed products unique to Glagah Wangi Istambul Beach.

Maintaining the sustainability of tourism through the "Mangrove Adoption" program. Tambakbulsan Village has an area of land use as a mangrove ecosystem covering an area of approximately 200Ha, and the types of mangroves planted there also vary. In the Mangrove Adoption program, we offer visitors the experience of planting mangrove seeds in Glagah Wangi Istambul Beach's mangrove forest area. Visitors are required to buy mangrove seeds from the tour manager, and the manager will accompany them in planting the seeds. The Mangrove Adoption program will undoubtedly add to Glagah Wangi Istambul Beach's attractions and promote this attraction to wider prospective visitors. This program can also have a good impact on the coastal environment, namely reducing abrasion, becoming a biofilter for water pollution, and increasing biodiversity.

Utilizing the pond as a new tourist destination through the "Floating Restaurant" program. The land use for ponds in Tambakbulsan Village reaches 89% of the village area. The ponds' commodities also vary, and these consist of milkfish, tilapia, green clams, van *mei* shrimp, mangrove crab, and blood clams. Apart from these ponds, the mangroves' presence at the ponds' edges is also a potential if it is developed as a tourist attraction considering that these areas' characteristics are not found in many other places. The Floating Restaurant will provide a unique attraction for visitors. Visitors can enjoy seafood culinary prepared by the

villagers while enjoying the view of the ponds along with the rows of mangroves on the edges of the pond. In addition, visitors can be given fishing tools in the pond as entertainment.

## *3.6. Tourism management policy recommendations*

### *3.6.1. Optimizing tourism promotion*

Promotional efforts are made to disseminate information about the existence, uniqueness, and attractiveness of Glagah Wangi Istambul Beach. The spread of information about Glagah Wangi Istambul Beach can directly increase the number of tourists' visits. Therefore, maximizing the promotion of Glagah Wangi Istambul Beach through social media or print media must be carried out on an ongoing basis.

Today's rapid development of technology and information requires all parties to change their behavior following the current demands including in fields of promotion and advertising. The large number of people moving and using social media as sources of information can be an effective promotional medium for disseminating information. The use of social media as a means to promote Glagah Wangi Istambul Beach needs to be maximized.

### *3.6.2. Increasing the quality of human resources*

Increasing human resources' quality in the tourism industry must be considered because their high quality will undoubtedly develop other tourism sectors. Services to tourists will also be better, so that visitor satisfaction with tourist destinations will be achieved. Increasing the workforce capacity can also provide more opportunities for workers to get creative ideas that help tourism development. Moreover, according to the element of "hospitality" aspect, it indicates that the workforce's quality is also a tourist attraction.

Improving the quality of human resources can be done through formal and non-formal education efforts. In connection with this, it is necessary to organize workshops and training designed according to identified needs. Efforts to increase the workforce's competence can be carried out by providing training in tourism potential, services, promotion, environment, tourism management, soft skills, and tourism awareness. Not only workshops and training, but also ongoing assistance need to be carried out by related parties to maintain and continue improving Glagah Wangi Istambul Beach's tourism workforce quality.

### *3.6.3. Make use of unique community products*

Tambakbulsan Village has around 17 MSMEs engaged in the food sector specialized in marine processed products and pond products. The utilization of community processed products can undoubtedly



increase the selling power of the village's tourism. Moreover, these products can also be used as souvenirs sold to visitors. Until now, the sales of MSME products are still not massive and use a waiting order system. One way to increase the sales of MSME products is to develop particular areas that are strategically located to sell products processed by the community and, at the same time, facilitate visitors' access to these products.

It is also necessary to manufacture souvenir products such as key chains, pins, stickers, t-shirts, and others that have Glagah Wangi Istambul Beach's uniqueness. Souvenirs that can be sold to visitors will increase tourists' interests and give them things to remember the beach by. In addition, this souvenir business will help the Tambakbulusan community's economy.

#### 4. CONCLUSION

Promotion using social media had not been done optimally in Glagah Wangi Istambul Beach. One of the causes was the low quality of the human resources managing the beach. It had resulted in the low number of tourists' visits. Information and communication technology optimization to promote tourist destination can be done through social media platforms such as Facebook, Instagram, Website, and YouTube. The design of destination branding covered mangroves, boats, and sunsets as the logo of Glagah Wangi Beach, and this become one of the strategies to improve the promotion efforts using social media. In addition to tourist destination promotion through social media, our team offered recommendations for the government in relation to formulating policies on tourism. These recommendation consist of workforce's quality improvement, utilizing specific community products, optimizing tourism promotion, and optimizing tourist attractions' management.

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