

Application Of Visual Branding In The Development Of Golden Melon Village Educational Tourism, Takerharjo Village, Lamongan Regency

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Abstract

The focus of this community service activity is in 2 areas of problems that have been described, namely problems in the business sector and production sector. In both areas there are several derivative activities, namely creating visual branding ranging from logos to educational tourism package brochures, training on effective and efficient digital marketing strategies, training and mentoring on creating content in social media that focuses on marketing, fulfillment of organic fertilizer production tools, and training on the flow of developing educational tourism in the golden melon village. In the community service activity "Implementation of Visual Branding in the Development of Golden Melon Village Edu-tourism, Takerharjo Village, Lamongan Regency" focused on 3 core stages, namely the creation of visual branding materials, a workshop on building marketing strategies for the development of Takerharjo Village edu-tourism, and a workshop on the use of digital media for marketing partner products. Community service activities carried out by the service team were welcomed by partners in this case the management of UD. Halim Sejahtera and the community who were involved as managers in the company. Through this service activity, it has helped partners in building more modern marketing activities through the development of social media and tools that also support the increasing production of golden melon.

Keywords: Visual Branding, Educational Tourism, Lamongan.

Introduction

Golden melon planting has become the latest trend in the last 4 years in the farming community in Takerharjo Village, Solokuro District, Lamongan Regency. Melon fruit commodities are one of the most promising options in terms of harvest results, because so far agricultural commodities in the area have been dominated by secondary crops such as corn, rice, and nuts. UD Halim Sejahtera is one of the planters and pioneers in developing Golden Melon Fruit agriculture in Takerharjo Village, with plants reaching 22,000 trees in one planting. The planting to harvest process takes 60 days and with the number of plants at that number, the fruit produced can reach 50 tons per harvest. However, this type of fruit plant

requires intensive care with quite large costs compared to other horticultural plants and also agriculture in planting melons has a high risk of experiencing crop failure. Therefore, these melon farmers want to improvise their commodity results by not only relying on direct sales but also developing other sectors that support the income and welfare of these golden melon farmers.

In this community service activity, the community service team divided the problems into two areas, namely in the field of business development and production. The problems in the business field are:

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1. The amount of production is quite large but the sales method used by farmers is still conservative through middlemen and does not have its own sales channel that directly targets consumers. The amount of golden melon production from Takerharjo Village, Lamongan Regency is approximately 60 tons in one planting. Each harvest production, partners can send or sell golden melon to several middlemen at a price of approximately IDR 4,000-IDR 10,000/Kg depending on the weight and type of melon planted. while in large stores or malls the golden melon is sold for IDR 20,000-35,000/Kg.
 2. Products are mostly sent to large companies that do not have their own branding. So far, partners have only relied on sales made by distributors so partners have never done branding through packaging and so on.
 3. Many kindergarten and elementary schools have never visited or learned about golden melon. The number of kindergarten to elementary schools in the Lamongan area according to the Central Statistics Agency in 2019 was 1001 for kindergarten schools and as many as 635 elementary schools consisting of state and private schools (BPS, 2019). The number has great potential in the development of educational tourism areas for children to learn about horticultural agriculture. So far, partners have no ideas for business development and marketing that can be developed about this golden melon, but partners always work hard to be able to market this golden melon product to be able to help golden melon farmers in Takerharjo Village, Lamongan Regency.
 4. There has been no development of melon products produced, either in terms of the creative industry or improvements towards the world of tourism.

The focus of this community service activity is in 2 areas of problems that have been described, namely problems in the business sector and production sector. In both areas there are several derivative activities, namely creating visual branding ranging from logos to educational tourism package brochures, training on effective and efficient digital marketing strategies, training and mentoring on creating content in social media that focuses on marketing, fulfillment of organic fertilizer production tools, and training on the flow of developing educational tourism in the golden melon village. The focus of priority problems in this community service activity is divided into 2 (two) aspects of the field, namely the

business field and the production field. Partners in this activity are partners from economically productive communities but have not maximized marketing and development of existing technology. Partners have sufficient natural resources, namely fairly large gardens, as well as stakeholders (farmers who supply golden melon) who are also quite numerous. However, so far, partners have only relied on existing relationships. The description of the problems faced by partners is as follows:

1. The production volume is quite large but the selling method is conservative and does not have a sales channel.. So far, partners have quite a lot of golden melon production because it is also distributed by all melon farmers in Takerharjo Village, but the marketing techniques used are still very conservative in this case only utilizing the network owned by partners, namely only one large distributor in East Java. While enthusiasts of golden melon are currently increasing among the general public.
2. Many products sent to large companies do not have their own branding.. So far, all golden melon farmers in Takerharjo Village, Lamongan have only focused on golden melon production without thinking about what developments can be done to improve the business of the golden melon business in Takerharjo Village. So that partners tend to produce only according to the needs of the distributor, often partners get a nominal price that is very detrimental to farmers in order to be able to enter the realm of large distributors. In fact, the potential that partners have if they have their own brand will increase sales not only in the distributor realm but can also reach the wider community. In this case, partners also do not have the ability to design attractive visual branding because partners do not have a brand name, do not have a logo, do not have attractive packaging, etc. That is what makes the condition of partners and all golden melon farmers in Takerharjo Village very dependent on distributor demand.
3. Many kindergartens and elementary schools have never visited or learned about golden melon.while melon is one of the options and potential for agricultural learning that is horticultural. In the Lamongan area and its surroundings, especially Takerharjo village, there are many schools starting from kindergarten that should know and study the agricultural potential there. The existence of abundant production and the availability of sufficient areas (golden melon gardens) in Takerharjo village, Lamongan should have the potential for educational tourism in the area.
4. There has been no development of melon products produced, either in terms of the creative industry or improvements towards the world of tourism.. Lamongan is a strategic location for developing tourism, because the location is quite close to big cities such as Surabaya, Sidoarjo, Gresik, and so on. Currently, in the areas of Lamongan Regency, there are quite a lot of people who have developed tourism that utilizes the natural resources they have. However, there are also quite a few areas that have great potential in developing tourism. In this case, the great potential of Takerharjo Village,

Lamongan Regency is education-based tourism that begins with horticultural education, namely learning about the growth and production of the agricultural sector through golden melon fruit.

The second aspect is the problem in the field of production. In this case, partners have several problems in the field of supporting the production of golden melon fruit in order to meet the needs and demands of the wider community, as follows:

- 1. Production still relies on and depends on chemical fertilizers, the availability of which is limited due to government subsidies.** So far, all golden melon farmers in the Takerharjo Village area and partners have only relied on the availability of chemical fertilizers from the government which tend to be rare. The scarcity of the availability of government-subsidized chemical fertilizers often also results in very fluctuating prices, not infrequently also increasing even though the availability of materials for organic fertilizers is very abundant but they do not have the tools to process and create organic fertilizers which results in all farmers only relying on the availability of chemical fertilizers from the government.
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From the two problem areas above, there is a red line that cannot be separated from one another. In developing the business of forming educational tourism, it requires attractive branding packaging to the tourism procedures carried out. And it requires the availability of sufficient golden melon production so that the tourism learning process can continue to be carried out in all seasons.

Methodology

The implementation methods that will be applied in this program include:

In the production sector:

1. Facilitating toolssupporting the production of organic fertilizer by utilizing compost fertilizer from livestock waste which is abundantly available in the village.
 2. Assistance in the use of organic fertilizer production tools.
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In the business field:

1. Survey and data mapping, where the proposer will act as the program coordinator and create a suitable branding design.
2. Creating visual branding materials such as: logos, packaging, banners, brochures for educational tourism packages, template materials for social media.
3. Training, where the proposer will act as a resource person and coordinator to provide skills enhancement to partners regarding practical steps to create a marketing strategy.
4. Mentoring, where the proposer will act as a mentor who follows the development of the partner from the beginning of the program until the end of

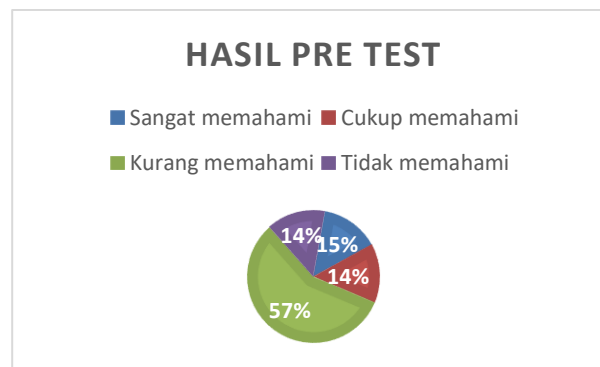
the program. The proposer also provides an evaluation of the development of the partner.

Results and Discussion

Workshop on Building Marketing Strategies for the Development of Takerharjo Village Edutourism

In the first stage, before the service team carries out activities, the service team carries out a knowledge survey related to understanding marketing strategies and marketing development in a product in the form of branding, etc. The lack of understanding about this can be seen from the 15 test questions given by the service team to 10. The team members who participated in the workshop activities are shown in the following results:

Graph 1. Pre-Test Results



Source: Primary Data (2024).

The questions given by the service team are related to the understanding of branding, visual branding, and marketing strategies. Based on the test results above, it shows that more than 50% of the partner team members do not understand the importance of branding and visual branding in a product. Related to edu-tourism that can be built by Takerharjo Village, Lamongan Regency, East Java.

Through this, it becomes a foundation for the service team to carry out *workshop* related to what visual branding can be built and can be made to advance the golden melon business owned by UD. Halim Sejahtera. The documentation of the workshop conducted by the team engagement is as follows:

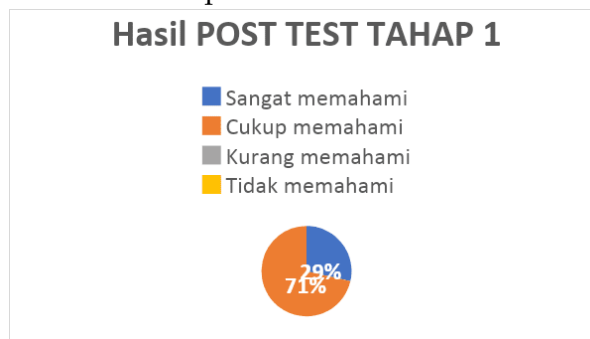


Figure 7. Activity photos Marketing Strategy for Developing Takerharjo Village Educational Tourism

After providing simple material on how visual branding can be done by partners related to making Golden Melon a worthy and attractive fruit to be marketed in large

supermarkets or large retailers such as Superindo, Hypermart, etc. The results of this workshop activity do not only stop at visual branding materials that can be used by partners directly but are also related to partners' understanding of the importance of visual branding on a product. In this case, the products they have are the production of golden melon plants and the development of golden melon edu-tourism. The increase in partners' understanding of the importance of visual branding on a product can be seen through the results of the post-test conducted by the service team as follows:

Graph 2. Post test results





Source: Primary Data (2024).

Based on the results above, shows that the partner's understanding of the importance of visual branding in the products they have increased, namely 71% of partners understand how to do attractive visual branding. In addition, 29% of partner members have a very good understanding related to visual branding.

In general, visual changes and differences that can be seen significantly by the partners are as follows:

Table 4. Significant differences in visual branding carried out by Partners.

Before	After	Description of Differences
		-Unbranded golden melons have been sold at a lower price to suppliers and will be branded by suppliers and then marketed at a higher price after branding. Now partners can sell retail at a higher price because they have good branding.



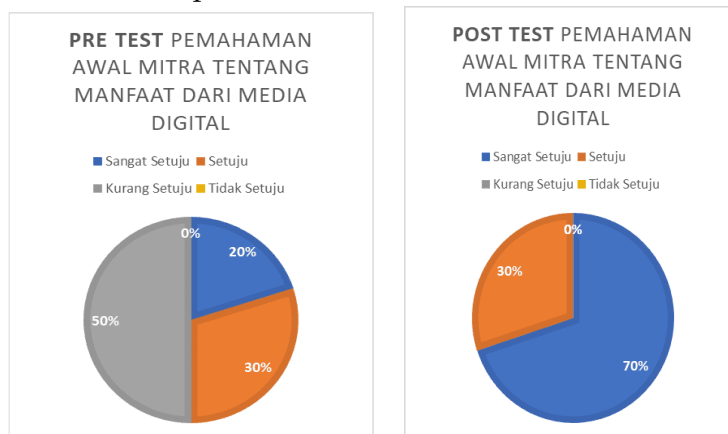
Branding owned by partners are not only used for physical products in the form of fruit, but also in the form of digital marketing products which are also made by the partners themselves.

Source: Primary Data (2024).

Workshop on Utilizing Digital Media for Partner Product Marketing.

In the third stage carried out by the service team, they saw a gap in the use of digital media that could be developed by partners. This was also shown through the initial understanding of partners about the benefits of digital media in product marketing that had been carried out by partners. The results *pre test* related to this matter is as follows:

Graph 3. Pre-Test and Post Test Results



Source: Processed results of the Community Service Team

Based on the results The pre-test above shows that partner knowledge related to digital media can be used to develop marketing is very minimal. Partners have so far only relied on telephone numbers and word of mouth. The activities carried out by the service team are related to how to utilize digital media and how to use digital media to support marketing from Partners.

The increase in capabilities felt by partners is shown through the formation of social media accounts.instagram which has currently been coordinated with the partner administrators who can currently run independently to be able to produce photo content independently. Through the results above, the increase in understanding of digital media through partner product marketing is also shown through the results of the partner post test which shows an increase in understanding from the partners. The results of the post test are as follows:

Results The above shows a significant increase in the number experienced by partners. This increase can be seen through an increase in the percentage of partner knowledge related to understanding digital media.

Conclusion

Community service activities carried out by the service team were welcomed by partners in this case the management of UD. Halim Sejahtera and the community who were involved as managers in the company. Through this service activity, it has helped partners in building more modern marketing activities through the development of social media and tools that also support the increasing production of golden melon.

In the production sector, this service helps partners to increase production. golden melon and provide efficiency in fertilizer production to support the increasing number of golden melons. This is very important for partners to be able to develop the golden melon business in other fields. In the marketing field, this service helps partners in forming visual branding for partners to develop their products into educational tourism that is an icon of Takerharjo Village.

Acknowledgments

Based on the results of community service activities carried out by the service team, there are suggestions given by the service team so that the development of branding for the development of tourism education can continue and be continued. The first suggestion for partners is to create more developed visual branding, for example through the digital world such as websites and others. Furthermore, the development of tourism education can also be developed and organized in all members of the community from Takerharjo Village or build educational tourism packages and activities that can be carried out in depth.