

Banjarharjo 1 Branding as a Media Based Bamboo Craftsman Village

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ABSTRACT

Banjarharjo 1 is one of the hamlets in Muntuk Village, Dlingo District, Bantul Regency. Geographically, Muntuk Village is a village located in an area that is in the highlands. It can be seen from the typology of Banjarharjo 1 hamlet, namely bamboo plantations, rosewood tree plantations, rice fields, farming, and small industries. So most of the livelihoods of Dusun Banjarharjo residents are bamboo craftsmen, but some of them raise animals. Based on the livelihoods of the residents in the Banjarharjo 1 hamlet, the hamlet has potential in various fields such as the potential for human resources, namely bamboo craftsmen and natural resources, namely sonokeling trees. This community service focuses on the branding strategy carried out by the service team in an effort to develop the Banjarharjo hamlet. The branding strategy carried out has the main goal of being known to the wider community and having a place in the minds of the community as well as to attract people to come and enliven the Banjarharjo hamlet again, then the ultimate goal is to make a transaction. This research on branding strategy refers to the theory of Brand Communication and this research is a qualitative research that uses a descriptive method to analyze a found fact. The team conducted interviews with several informants to obtain the required information and made observations at the location of the Banjarharjo hamlet to see the conditions firsthand and observe the media used in branding. The branding strategy efforts that have been carried out by the Banjarharjo hamlet and the UMY service team are still not optimal because there are several aspects of the branding strategy that have not been implemented optimally and have not even been implemented at all. So that currently the condition of the Banjarharjo hamlet is still empty of visitors and the people are still not interested in coming even many people do not know about the information from the hamlet.

KEYWORDS

branding strategy;
UMY Service Team;
Banjarharjo hamlet



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1. Introduction

Banjarharjo 1 is one of the hamlets in Muntuk Village, Dlingo District, Bantul Regency. Geographically, Muntuk Village is a village located in an area that is in the highlands. It can be seen from the typology of Banjarharjo 1 hamlet, namely bamboo plantations, rosewood tree plantations, rice fields, farming, and small industries. So most of the livelihoods of Dusun Banjarharjo residents are bamboo craftsmen, but some of them raise animals. Based on the livelihoods of the residents in the Banjarharjo 1 hamlet, the hamlet has potential in various fields such as the potential for human resources, namely bamboo craftsmen and natural resources, namely sonokeling trees. The problem in hamlet Banjarharjo 1 lies in the utilization of potential that has not been maximized. To maximize required branding. Branding marketing has been researched by previous researchers. Choosing Your Brain: Where and How Neuroscience Tools Can Improve Marketing Research was researched by Alvino [1]. From branding to solidarity: Impact of COVID-19 on marketing of Strachitunt cheese from Val Taleggio, Italy researched by Grasseni [2]. Applying marketing conventions to pharmaceutical generics: Starpram brand analysis from Maple Pharmaceuticals researched by Padela [3]. Digital Marketing of

Bulgaria's Natural Heritage for Tourism and Recreation researched by Mitova [4]. Research on the Current Situation and Online Marketing Strategy of Highland Summer Vegetables in Gansu was researched by Xu [5].

Place Color Marketing—The Role of Atmospheric Color in the Association of Place Products and Consumer Choices in Luoyang, China was studied by Huang [6]. The Green Marketing Approach and Its Impact on Green Purchase Intentions: The Mediating Role of Green Brand Image and Consumer Confidence in the Environment was researched by Majeed [7]. HBIM as a Branding Tool for Egyptian Historical Sites by Utilizing Augmented Reality was researched by Ashraf [8]. The Audiobook Market and Its Adaptation to Cultural Changes was researched by Snelling [9]. Toponymy and Branding of Modern Residential Sites in Semarang was researched by Nurhayati [10]. When external design and marketing collaborate to develop new products: Typology of patterns researched by Hemonnet-Goujot [11]. Instabrand courtside: content analysis of marketing strategies by food and beverage brands during the 2021 Australian Open tennis tournament researched by Eisenhauer [12]. Digitizing Your Brand: A Case Study of How Brands Leverage Social Media Platforms to Achieve Branding and Marketing Goals researched by Angeline [13]. Linking Sustainability, Attachment and Marketing Strategy: A Study in the Craft Beer Sector in Italy was researched by Cipollaro [14]. Mobile fNIRS Applications in Marketing Research—Detecting the “First Choice Brand” Effect. studied by Krampe [15].

The Impact of Strategic Marketing on Consumers Based on their Age Group was researched by Narnolia [16]. Inclusivity as citizenship: theorizing axiology of marketing and branding where researched by Lucarelli [17]. Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing was researched by Kumar [18]. Factors influencing the level of production and marketing of organic honey: evidence from southwest Ethiopia investigated by Tadesse [19]. Marketing as a Risk Management Mechanism with Applications in Agriculture, Resource, and Food Management was researched by Heiman [20]. Green Marketing Approach and Its Impact on Consumer Behavior on the Environment—A Study from the UAE was investigated by Shabbir [21]. Can marketing innovation from purpose branding make brands meaningful and relevant? investigated by Narayanan [22]. The Impact of ICT on Tourism Business Models: Take Ctrip Group Marketing as an Example was researched by Zhang [23]. Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic was researched by Dubbelink [24]. Reframing place promotion, place marketing, and place branding – moving beyond the conceptual confusion examined by Boisen [25].

Apart from branding marketing, social media branding is also needed. Branding Social Media has been researched by previous researchers. The urban coolness business: New markets for street art researched by Molnár [26]. Examining the social media branding profiles of logistics service providers was researched by Serbetcioglu [27]. AI-NLP Analysis: Thorough Comparative Investigation of India-US University Branding on Trending Social Media Platform “Instagram” researched by Thejas [28]. Online branding strategies of family-run wineries: a Hungarian-German comparative study conducted by Paunovic [29]. Co-brand partnerships make room for the next black girl: Backlash in social justice branding researched by Smith [30]. Russian national brand innovation in the defense industrial complex in response to current global challenges was researched by Danilova [31]. University branding during covid-19: a study on the role of social media in promoting covid-19 awareness and building brand image researched by Bhattacharya [32]. The role of Instagram in UNESCO's gastronomic creative city: A case study of Macau researched by Yu [33]. Social Media and Destination Branding in Tourism: A Systematic Review of the Literature was researched by Tran [34]. Small-Scale Sports Events as Place Branding Platforms: Content Analysis of Osona's Projected Destination Image through Event-Related Images on Instagram was researched by Taberner [35].

Semantic analysis and evolution towards participatory branding: Do local residents communicate the same destination brand values as the DMO? studied by Jabreel [36]. Branding Your Radiology Residency and Scholarship Program in the Era of COVID-19 was researched by Slanetz [37]. Neo-liberal subjectivity, self-branding, and the YouTube video 'My Rape Story' was investigated by Harrington [38]. Winning applicants and influencing job seekers: An introduction to the specific issues of employer branding and talent acquisition researched by Yu [39]. How journalists engage in branding on Twitter: individual, organizational and institutional levels researched by Molyneux [40]. The Brand Value Continuum: Countering Destination Branding Together on Social Media through Storytelling was

researched by Lund [41]. The design of an emotional branding communication model based on system dynamics in the social media environment and its effect on new product sales was researched by Zhang [42]. Place Branding for Smart Cities and Smart Travel Destinations: Do They Communicate Their Intelligence? studied by Huertas [43]. Expanding the Boundary of Corporate Branding: An Exploratory Study of the Effect of Brand Familiarity in Recruitment Practices Through Social Media by B2B Companies was researched by Kumar [44]. You are the brand: the personal brand of social media managers and “future audiences” researched by Jacobson [45].

The Effect of Global Brand Distribution on Brand Popularity in Social Media was studied by Kim [46]. A Conversation With ... Jane Melvin MBA, Branding Expert, on Why You Shouldn't Build a Personal Brand researched by Leopold [47]. Empowerment or disempowerment: Exploring stakeholder engagement in nation branding through a mixed methods approach to social network analysis was researched by Li [48]. Therefore the utilization of the potential that exists in this hamlet is carried out by means of "Banjarharjo 1 Branding as a Bamboo Craftsmen Hamlet". You do this by using social media, websites and existing market places, in order to attract buyers and residents to make online-based sales. This branding will also produce a new nickname for Dusun Banjarharjo 1 regarding bamboo handicrafts.

2. Method

Branding Banjarharjo 1 as a Media-Based Bamboo Craftsmen Village. The activity plan in order to overcome problems in Hamlet Banjarharjo 1, namely the potential that is less than optimal, is detailed as follows:

- The socialization will be carried out by a speaker who is an expert in online marketing, namely Putri Rafidha, she is a young entrepreneur who uses social media as a market place.
- Preparation of materials regarding Branding methods, benefits, and ways of branding and marketing products.
- The implementation of the program was carried out on August 3 2019, at 20.00-22.00 at the Wanajaya Home Stay which began with the delivery of material and held discussions and questions and answers between presenters and participants.
- The evaluation stage is to assess the constraints and obstacles encountered in each stage so that they can be used as recommendations for planning further programs.

3. Results and Discussion

KKN students carried out the delivery of the joint work program for the Banjarharjo 1 hamlet community with the theme "Community Empowerment Through Online Marketing". This was done by Putri Rafidha, she is a young entrepreneur who uses social media as a means of optimizing existing potential. So that residents can follow this poll from Putri Rafidha in the use of social media. The incident can be seen in Figure 1.



Fig. 1. Submission of Community Collaborative Work Program

The next program is Branding Banjarharjo 1 As a Bamboo Craftsmen Hamlet with KKN students learning to make bamboo handicrafts with local residents. Like picture 2.



Fig. 2. Student Visits to Residents to Learn Bamboo Crafts.

4. Conclusion

The Banjarharjo 1 branding program as a media-based bamboo craftsman hamlet requires long-term follow-up. Branding aims to provide an image or name for an institution, but in this case we are trying to give a name to a village, so that behind the image that is known to many people, this is automatically very influential in improving the economy of the people of Banjarharjo 1.

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Author Contribution

The activity plan in the context of implementing the solutions offered is five series of activities, namely socialization, preparation of materials regarding the Branding method, program implementation and the evaluation stage

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Conflict of Interest

The authors declare no conflict of interest.

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