
Digital Marketing Training and Visual Identity Design as a Strategy for Economic Recovery of the People of Kucur Village in Malang Regency from the Impact of the COVID-19 Pandemic

Sultan Arif Rahmadiano¹, Aditya Nirwana², Ayyub Anshari Sukmaraga³

^{1,2,3}Program Studi Desain Komunikasi Visual, Fakultas Sains dan Teknologi, Universitas Ma Chung, Villa Puncak Tidar Blok N-01, Doro, Karangwidoro, Kec. Dau, Kabupaten Malang, Jawa Timur 65151

Correspondence: aditya.nirwana@machung.ac.id

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Abstract. The Medium-Term Development Plan (RPJM) of Kucur Village from 2019 to 2025 focuses on the community's economic recovery due to the COVID-19 pandemic. This Community Service activity is a form of support for the planning document for 6 (six) years. In addition, it is an elaboration of the vision and mission of the Village (RPJM). The problem faced by the people of Kucur village that has been identified is that Kucur village has significant tourism potential but has not been fully managed optimally.

On the other hand, the Kucur village tourism activist team does not fully understand digital marketing, which is now a trend and an effective way during the COVID-19 pandemic. In addition, practical solutions are needed to restore the community's economy immediately. Departing from these problems, an increase in the competence of the Kucur village tourism activist team, especially the Gunung Sari Valley, in the field of marketing; in the form of *copywriting* training and its implementation on social media; 2) optimization of smartphones and applications for digital marketing activities such as simple design applications and video editing, and 3) Design of the visual identity of the Gunung Sari Valley (LGS) and its implementation to various media. As a result of this activity, there is an increase in public understanding to optimize LG S Nature Tourism through digital marketing. Furthermore, the visual identity developed by the Community Services team received a positive response from the LGS management team. It aroused the manager's interest in producing *merchandise* and developing other facilities for monetization.

Kata kunci: COVID-19, Lembah Gunung Sari, Kucur, *Copywriting*, Design

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INTRODUCTION

Geographically, Kucur Village is located at a position of 7°57'.44.59" South Latitude and 112°33'.06.77" East Longitude. The topography of the height of this village is in the form of high land, about 2494 m above sea level. Administratively, Kucur Village is located in the Dau District, Malang Regency. Kucur Village has strategic potential with an area of 717.00 ha divided into seven (7) hamlets: Sumberbendo Hamlet, Krajan Hamlet, Klampok Hamlet, Turi Hamlet, Klaseman Hamlet, Godehan Hamlet, and Ketohan Hamlet.

Kucur Village has agricultural products that are the mainstay of the community, namely Corn, Red Pepper, Peanuts, Sugarcane, small chilies, and cassava. Then also about 182 Ha of agricultural land is planted with oranges, and 17 Ha is planted with wood such as *sengon* and *jabon*. Most of the people of Kucur Village work as farmers, be they vegetable, orange, and coffee farmers. The coffee varieties in Kucur Village are robusta, arabica, and liberica (Rollando *et al.*, 2022). Seeing the condition of the land in Kucur Village, which does not fully have fertile land, the people of Kucur Village are almost 60% independent of the agricultural sector and choose to work in urban areas and industries/factories. The problem faced by farmers in Kucur Village, especially small-scale farmers, until now concerns the lack of capital. In addition, farmers in Kucur Village predominantly partner with bosses, especially bosses from outside Kucur Village, rather than accessing capital assistance from banks or other financial institutions (Yulianjaya & Hidayat, 2016). Chili production in Kucur Village has also gradually decreased due to the impact of climate change (Naura & Riana, 2018). According to the Village Head, to increase income, people raise livestock such as cows and goats as additional income.

Based on observations, the typical traditions of the Javanese people are still very much felt in Kucur Village regarding Islamic religious activities. For example, Javanese cultural and social aspects strongly influence the atmosphere. This is illustrated in the Javanese - Islamic calendar, still *nyadran*, *slametan*, *tahlilan*, *mithoni*, and others, all of which reflect the inculturation sides of Islamic and Javanese culture. In addition, crops such as corn, cassava, and peanuts are abundant as local wisdom in Kucur Village. However, there is no use of local *wisdom* by the local community for nutritious foodstuffs that children demand (Anggraheni & Lismanda, 2021).

Despite this, the economy in Kucur Village is running smoothly and quite well; the number of unemployed is low and almost non-existent. To improve the community's

economy, the Kucur Village Government, together with the Regency Government through the social service office, always tries to assist in the form of livestock (goats and cows) as well as the community is given loans through KUR, and business capital loans with shallow interest (Prasetyo et al., 2019). As a result, it is proven yearly that the number of poor rice beneficiaries is decreasing. Furthermore, to improve the community's economy, the Kucur Village Government prioritizes the construction of facilities and infrastructure to support the community's economy.

In terms of the development of tourist villages, Kucur village also has quite potential; 2 tourist destinations were initially developed to support the economic wheels of the Kucur village community. The tourist destinations are citrus village tourism and Gunung Sari Valley (LGS) natural tourism. This tourism potential is also supported by its strategic location, excellent natural conditions, and beautiful scenery. However, this potential must receive the support of the surrounding community so that Kucur Village tourism can compete with existing tourism both in Malang regency itself and other regions (Yulianjaya & Hidayat, 2016).

However, despite having good potential as a tourist village, the COVID-19 pandemic has paralyzed the villagers' economy and frozen various efforts to realize this potential. Abdul Karim, to Kucur village, revealed that the Kucur Village Medium-Term Development Plan (RPJM) for 2019 to 2025 focuses on the community's economic recovery due to the COVID-19 pandemic. Therefore, in the tourism village sector, an appropriate and effective strategy is needed to become a quick and practical solution for the community so that the potential of this tourism village can be re-developed and attract tourists from Malang regency and other areas in the *new normal* era (post-pandemic).

PROBLEMS

Based on observations and discussions facilitated by LPPM Ma Chung University with the Kucur village apparatus, it can be concluded that there are several fundamental problems, as follows based on the priority scale:

- 1) Kucur Village has the potential for superior tourist villages, including citrus villages and Gunung Sari Valley, but has not been optimally managed.
- 2) Tourism village managers do not fully understand digital marketing, which is now a *trend* as well as an effective way during the COVID-19 pandemic.

- 3) Kucur Village is one of the affected parts of the COVID-19 pandemic outbreak, which needs a lot of support and practical solutions to restore the community's economy immediately.

Based on the identification of problems with partners, the solutions offered are:

- 1) Provides partner assistance to optimize the potential of tourism villages through a disciplined approach to Visual Communication Design.
- 2) Provides practical and simple training/workshops on promotion strategies in the digital era to support the promotion of kucur tourism villages.
- 3) Provides effective and attractive visual communication media design services for the superior tourism of Kucur village to be a relatively fast solution to the impact of the COVID-19 pandemic, namely Natural Tourism and Gunung Sari Valley Springs.

The output targets that will be produced from the community service program by the Service Team based on aspects of problems and solutions are; 1) Increasing understanding and skills of the community for optimization of tourism villages through attractive promotional strategies in the digital era; 2) Have an engaging, effective and practical visual communication medium to increase the potential of the kucur tourism village; 3) Publication of activities through national journals with ISBNs or ISSN.

Table 1. Problem Identification and Solutions

No.	Problems	Solutions and Outcome Targets	Approach Methods
1	Kucur Village has the potential to be a superior tourist village, including citrus villages and Gunung Sari Valley, and others. However, ironically it has not been fully managed optimally.	Solution: Provide partner assistance to optimize the potential of tourism villages through a disciplined approach to Visual Communication Design. Output: Increased public understanding of tourism village optimization through attractive promotional strategies in the digital era.	Scheduled assistance for science and technology transfers for partner villages.
2	The people of Kucur Village do not know how to promote tourism villages to be known by tourists in the digital era.	Solution: Provide practical and simple training/workshops on digital promotion strategies to support the promotion of kucur tourism villages. Output: Increasing community skills for optimization of tourist villages through attractive promotional strategies in the digital era.	Practical training/workshops on digital promotion through social media.
3	Kucur Tourism Village is one of the affected parts due	Solution: Providing practical and attractive visual communication media	Development of Gunung Sari Valley

No.	Problems	Solutions and Outcome Targets	Approach Methods
	to the COVID-19 pandemic, which needs a lot of support and practical solutions to restore the community's economy immediately.	design services for Gunung Sari Valley tourism to become a means for improving the community's economy due to the COVID-19 pandemic. Outcomes: Brand identity, <i>merchandise</i> , and organic social media.	brand identity along with <i>Social Media Organics</i> .

METHOD OF IMPLEMENTATION

Based on the solutions offered from the problems faced by partners and the external targets to be achieved, the following are the steps that will be taken in service activities to Kucur Village Partners.

From the stages of activities in Table 1, the service team will go directly to the Kucur village and coordinate with the Kucur Village apparatus for planning the Science and Technology program for Partner Villages (IbDM). From these activities, it is hoped that the output targets of each problem can be achieved. The first phase is to organize discussions and presentations on tourism village optimization strategies followed by representatives of Kucur Village officials or potential tourism village managers to ensure that representatives of Kucur Village understand tourism village optimization through attractive promotional strategies in the digital era.

The second phase is to carry out training/*workshops* on digital promotion strategies to support the promotion of Kucur tourism villages, followed by representatives appointed by Kucur Village to ensure that Kucur Village representatives have the skills to optimize tourism villages through attractive promotion strategies in the digital era. The third phase is for the service team to offer visual communication media design services in the form of brand identity, *merchandise*, and organic social media that are effective and attractive for kucur tourism village to become a quick means for improving the community's economy due to the COVID-19 pandemic.

The evaluation method for implementing the partner village service program is carried out at the end of the mentoring. The service team and partners will review whether all IbDM programs are running well and follow up if they encounter obstacles while implementing IbDM activities. Meanwhile, the sustainability after IbDM is implemented can be seen from the partners' independence in optimizing the potential of Kucur village.

RESULTS AND DISCUSSION

A. Partner Problem Identification

It was decided that the community service activity focuses on optimizing the natural tourism potential of the Gunung Sari Valley (LGS). This activity aims to make LGS a tourism destination, especially during the COVID-19 pandemic. Therefore, the Community Services team conducted an in-depth discussion about what LGS managers face problems in developing LGS's natural tourism potential. On this occasion, we met LGS's public relations officer, Ms. Lika Bomantara. She provided an overview of LGS and some fundamental problems related to promotions that have been carried out so far. From this exposure, it was found that the promotional activities carried out so far using WhatsApp communication media and posting content on Facebook social media in an unstructured manner and as is.

Then LGS also realized that the methods used in promoting so far have not been effective and have not adequately communicated the advantages of LGS's natural tourism. At this stage of preliminary data mining, it was concluded that LGS managers do not have sufficient provisions regarding how to promote LGS with a broader projection. The visitors are dominated by local tourists only. Then after the community services team discussed this more deeply related to this problem, the community services team finally decided to provide a transfer of knowledge about promotion. We give the name of our project is the LGS branding strategy for tourism village optimization. The community services team is trying to help to dig deeper into the assembled LGS profile. This profile will be used to create a visual concept intended to create LGS identities. This visual identity can later be a supporting medium for LGS's natural tourism branding.

At this stage, the community services team got sufficient data on what references should be considered in the visual design of LGS identity. Detailed descriptions of the reference include distinctive color identities: green and blue. Furthermore, visually it can convey the message that LGS is a natural tourist destination that is beautiful and charming.

B. Tourism Promotion Strategy Training

The promotional training lasts for two weeks with a 2-day face-to-face system / offline training with strict protocols. The rest is assistance in completing tasks through

coordinating group classes on the WhatsApp platform. The following is an overview of its activities:

1) Copywriting

According to Sugarman (2012), copywriting is writing marketing and promotional materials to persuade and motivate people to perform actions, such as making a purchase, clicking on a link, asking, or influencing people to contact sales (Albrighton, 2010). Furthermore, copywriting can also be said to be a mental process whose successful implementation reflects the total amount of all experience, specialized knowledge, and the ability to mentally process information and transfer it into a piece of writing to sell a product or service. Therefore, *copywriting* skills are practical abilities that must constantly be honed and depend on the extent of a writer's experience.

The content of the material presented by the team in this first training is how the strategy can be done in writing a script/*script* on promotion to achieve the expected final goal. The scriptwriting methods are *Attention, Interest, Desire, and Action (AIDA)* (Sellas, 2016). After the delivery of the material by the training resource persons, it was followed by the assignment to measure the participants' understanding of the material presented.

2) Social Media Digital Marketing

Social media is a means of communication, information sharing, and a medium of self-actualization and collaboration in cyberspace (Elbanna et al., 2019). Social media marketing or *Social Media Marketing (QMS)*, in an academic context, can be understood as a dialogue triggered by consumers/viewers or business/product/service that occurs around the parties involved to disclose or communicate information related to promotions, or to learn from the experience of using each other (consumers), which ultimately benefits one or all of the parties involved (Dwivedi et al., 2015). In a more recent sense, QMS is defined as the formation of meaning and the relationship between brands and customers, by offering private channels along with currency for a user-centered network (platform) and social interaction (Ibrahim, 2022). SMM is one of the channels in digital marketing (*Digital Marketing*). In addition, many other types of marketing channels can be done on the internet.

In addition to *copywriting*, material about promotion through social media was also delivered. This training begins with introducing the advantages of mobile devices brought by each participant as a device or tool that can be maximized to create promotional content. The team said tool limitations are often the main reason for creating promotional content. This is due to the public's perception that it is too high for a tool that can be used as a promotional content creator, namely professional equipment, even though it is far from using a tool that is very close to the community, namely mobile phones with multimedia features that can be empowered and maximized for designing promotional content.

Furthermore, after the participants received training on how to maximize their respective mobile devices as a promotional content designer tool, the introduction of the public on the Tiktok social media platform by Mr. Sultan, this platform can be an effective medium to use as a promotional medium today considering the number of users and the intensity of using the *platform* this has the potential to be able to introduce LGS natural tourism more broadly. There are so many benefits that can be obtained from this *platform*, one of which can be used as an easy-to-use video editing *software/app*. The final results of video editing can be directly shared with the broader community. Then on this *platform*, there are also a lot of tips and tricks about promotion and others that can be used as a reference in designing promotional content.

The material presented in this training is designed to be easy to understand. Therefore, it can help the participants later in doing tasks during the mentoring period. This community services training activity went smoothly and received a positive response from the participants who attended can be seen from the enthusiasm in participating in this training program from beginning to end.



Figure 1. The process of discussing and identifying partner issues by the community services team.



Figure 2. Copywriting training for the Gunung Sari Valley team.



Figure 3. Training on the use of smartphones in designing marketing materials.



Figure 4. Training on the use of graphics processing applications on smartphones.



Figure 5. Community services team with LGS team.



Figure 6. Swimming pool and some facilities in Gunung Sari Valley Nature and Spring (LGS).

3) Visual Identity Design of Gunung Sari Valley

Visual identity is all imagery and information that expresses the brand's identity and what sets it apart. In essence, visual identity is everything that can be seen by the audience physically, from the logo to the packaging of a brand's product (Cunha et al., 2021). Visual identity is also often referred to as corporate identity (*Corporate identity*). *Corporate identity* is often associated with what is more appropriately called visual identity, which are the elements that make an organization/company different. *Corporate identity* or visual identity refers to the question, "what organization/company is this?" (Baker & Balmer, 1997).

The design of the visual identity of the Gunung Sari Valley produces a visual identity in the form of a logo and its activation in various promotional media. Gunung Sari Valley, abbreviated as LGS, is one of the Village-Owned Enterprises (BUMDes) owned by Kucur Village, Dau District, Malang Regency, East Java. As rural tourism, LGS emphasizes natural tourism or ecotourism because the tourist attractions are springs, forests, and plantations/vegetable and fruit fields. The LGS managers develop three main tourist products: swimming pools, hiking-jogging tracks, and *camping grounds*. Other facilities, such as meeting room and cultural-culinary arts centers, were also developed.

After being abandoned, LGS became a tourist attraction in 2019. Before that, this LGS area by the residents of Kucur village was only referred to as "Gunung Sari," with residents using spring water for various purposes such as bathing, washing, and fetching water. This area is also considered an "old" area, given that springs and holy places are located on hilltops not far from the springs. Around the area, several bathing, washing, and latrine facilities and water reservoirs were also built by the village government. However, since 2007 the facility has ceased to be used due to severe damage, such as falling trees or deformation due to age, so it seems haunted. Finally, in early 2019, with the initiative of the village head and supported by all residents from all hamlets in Kucur village, we agreed that the Gunung Sari area should be rebuilt as a tourist attraction under the name Gunung Sari Valley (LGS).

Starting from such *profiling* above, we designed the visual identity of Natural Tourism and Gunung Sari Valley Springs. The design includes logos, illustrative images, *merchandise*, *T-shirts*, and also the implementation on social media. Furthermore, a Corporate Identity System was created to facilitate documentation and replication.



Figure 7. Gunung Sari Valley Nature Tourism logo



Figure 8. Corporate identity system front page

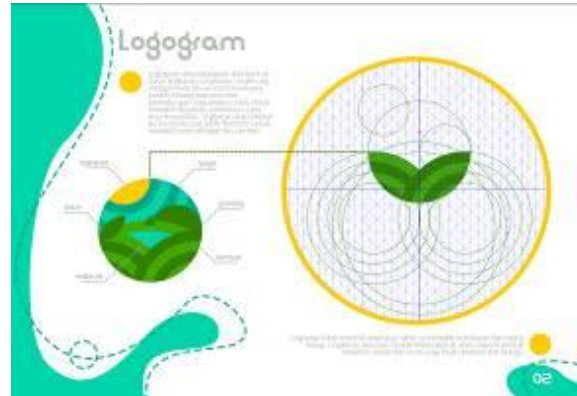


Figure 9. Logogram page



Figure 10. Logotype page



Figure 11. Colors on the logo



Figure 12. Logo in positive and negative mode.



Figure 13. Instructions for logo usage.



Figure 14. Logo placement instructions.



Figure 15. Instructions of illustrative images on logos usage.



Figure 16. Instructions of three illustrative images on the logo usage.



Figure 17. LGS T-Shirt design.



Figure 18. Totebag design



Figure 19. Merch design



Figure 20. The layout of Instagram posts with the topic of environmental awareness.



Figure 21. The layout of Instagram posts with the topic of environmental awareness.



Figure 22. The template set is made to be managed independently by the LGS marketing team.

CONCLUSION

Started with three problems faced by partners (Kucur village), namely; 1) Where Kucur village has superior tourism potential but has not been fully managed optimally; 2) On the one hand, the Kucur village tourism activist team has not fully understood digital marketing, which is now a trend as well as an effective way during the COVID-19 pandemic; 3) Kucur Village is one of the affected parts due to the COVID-19 pandemic outbreak which needs a lot of support and practical solutions to restore the community's economy immediately. From these problems, it was decided to conduct training to improve the competence of the Kucur village tourism activist team, especially the Gunung Sari Valley. The field that should be improved is marketing: 1) copywriting training and its implementation on social media; 2) optimization of smartphones and applications for digital marketing activities such as simple design applications and video editing, and 3) Design of the visual identity of the Gunung Sari Valley (LGS) and its implementation to various media, including Instagram feeds. The target of activity outcome, such as improving public understanding in optimizing Gunung Sari Valley Natural Tourism (LGS) through digital marketing is achieved. They have made several posts on Instagram post-training with enough content relevant to nature tourism. In addition, the team appointed by LGS management to participate in copywriting training and digital media design has been able to manage the media needed independently. The activity includes copywriting, scheduled upload plans, photography, photo editing, video editing, and simple graphic design. Another activity is also shown by Instagram Posting consistently and having relevant content. Another activity is understanding digital marketing strategies; skills in using smartphones and applications of the LGS team have also increased.

Similarly, the target of generating a visual identity attractive to Gunung Sari Valley Nature Tourism received a positive response from the LGS management team. This community service activity has successfully raised the interest of the LGS manager to produce merchandise and develop other facilities for monetization. So far, the implementation of this activity has not encountered significant obstacles. The existing obstacles are minor, such as coordination with village officials who have busy activities, so it is necessary to adjust the schedule well in advance to meet the rest. However, all the activities finally went well and worked as the timeline.

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Original Title:

Pelatihan Pemasaran Digital dan Perancangan Identitas Visual sebagai Strategi Pemulihan Ekonomi Masyarakat Desa Kucur, Kabupaten Malang dari Dampak Pandemi COVID-19

Abstrak. Rencana Pembangunan Jangka Menengah (RPJM) Desa Kucur tahun 2019 s/d 2025 adalah fokus pada pemulihan perekonomian masyarakat akibat pandemi COVID 19. Kegiatan Pengabdian Kepada Masyarakat ini merupakan salah satu bentuk dukungan terhadap RPJM tersebut. Permasalahan yang dihadapi oleh masyarakat desa Kucur yang berhasil diidentifikasi ialah desa Kucur memiliki potensi wisata yang unggul, namun belum sepenuhnya dikelola dengan optimal; di sisi lain, tim penggiat wisata desa Kucur belum sepenuhnya memahami pemasaran digital (digital marketing), yang kini menjadi trend sekaligus cara yang efektif di tengah pandemi COVID 19; di samping itu, dibutuhkan solusi praktis untuk segera memulihkan perekonomian masyarakat. Berangkat dari permasalahan tersebut, maka dilakukan peningkatan kompetensi tim penggiat wisata desa Kucur, khususnya Lembah Gunung Sari dalam bidang pemasaran; berupa pelatihan *copywriting* beserta implementasinya di media sosial; 2) optimalisasi smartphone beserta aplikasi untuk kegiatan pemasaran digital seperti aplikasi desain sederhana dan video editing, serta 3) Perancangan identitas visual Lembah Gunung Sari (LGS) beserta implementasinya ke beragam media. Hasil dari kegiatan ini, meningkatnya pemahaman masyarakat untuk mengoptimasi Wisata Alam Lembah Gunung Sari (LGS) melalui digital marketing. Adapun identitas visual yang dikembangkan oleh tim Abdimas mendapatkan respon positif dari tim pengelola LGS, dan membangkitkan minat pengelola untuk memproduksi *merchandise* dan mengembangkan fasilitas-fasilitas lainnya untuk dilakukan monetisasi.

Kata kunci: COVID-19, Lembah Gunung Sari, Kucur, copywriting, desain