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Original Article

Digital Content Design for Promoting Open Trip: A Study of Effective Digital Marketing Communication Strategies in the Tourism Sector

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Abstract

The rapid development of information technology and social media has significantly influenced the tourism sector, encouraging the adoption of digital marketing to enhance destination attractiveness. This study examines the implementation of digital content design to promote open trips in Sumberjaya Village, Sumur District, Pandeglang Regency, Banten, an area with strong natural tourism potential that remains underexposed. The research emphasizes the development of engaging social media content, community training in content creation, and the impact of digital promotion on tourist interest. The findings indicate that well-designed digital content significantly increases destination visibility, particularly among millennials and Gen Z. Social media platforms such as Instagram, TikTok, and Facebook play an important role in reaching these digitally oriented travelers, with Instagram selected as the primary promotional medium due to its visual and interactive features. Using a Participatory Action Research (PAR) approach, this study actively involved the local community, especially the Tourism Awareness Group (POKDARWIS), in digital content production and promotional activities. This participation not only enhanced Sumberjaya Village's online presence but also strengthened community ownership in tourism development. In addition, the Open Trip model, allowing individuals to join tour packages without forming groups, proved effective in attracting young tourists seeking affordable, social, and authentic travel experiences. Overall, the integration of digital marketing, community-based tourism, and the Open Trip concept has positively contributed to sustainable tourism development in Sumberjaya Village by increasing destination visibility, generating local income, and strengthening community involvement in tourism management.

Keywords: Digital Content Design, Open Trip Promotion, Social Media, Tourism Communication, Tourism Awareness Group (Pokdarwis).

1. Introduction

The rapid evolution of digital communication tools has greatly altered the way information is shared and consumed, particularly within the tourism sector (Pencarelli, 2020; Szombathelyi et al., 2015). Social media platforms such as Instagram, TikTok, and Facebook have become indispensable for promoting destinations, especially to younger generations, including Millennials and Generation Z, who are inherently digital-savvy. These groups actively engage with digital content to gather travel information, explore new destinations, and make decisions based on visually appealing and immersive content. This digital transformation offers a unique opportunity for the tourism industry to harness the power of social media to expand their reach and promote destinations that may have otherwise been overlooked by traditional marketing methods.

Sumberjaya Village, located in Sumur District, Pandeglang Regency, Banten, is a region abundant in natural beauty and cultural heritage (Jati et al., 2025; Kurnia & Pandjaitan, 2021).

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Its proximity to the Ujung Kulon National Park, a UNESCO World Heritage Site and the last known habitat of the Javan Rhino, positions it as a prime destination for eco-tourism. However, despite its remarkable tourism potential, Sumberjaya has not garnered sufficient attention in the digital realm. The absence of effective digital promotion has limited the region's ability to attract both domestic and international tourists, emphasizing the need for targeted efforts to enhance the visibility of its tourism offerings (Koswara, 2025).

This article addresses this gap by presenting the development of a digital content strategy to promote "open trip" to Sumberjaya Village. By utilizing social media platforms, particularly Instagram and TikTok, the article aims to craft engaging digital content that showcases the village's tourism potential, thereby increasing its exposure to a broader audience. Additionally, the initiative seeks to establish a sustainable digital promotion model that can be managed by the local community, ensuring long-term benefits for the region.

In addition, this study explicitly adopts Instagram as the primary promotional medium because it has been widely recognized as one of the most effective platforms for visual-based marketing, particularly in the tourism sector (Kilipiri et al., 2023; Santoso et al., 2022). Compared to other platforms such as Facebook, Instagram offers content formats that align strongly with current destination marketing trends, including visual feeds, short-form videos, and interactive storytelling elements (Piranda et al., 2022). Meanwhile, although TikTok is also effective in disseminating short video content, Instagram provides stronger compatibility with promotional objectives due to its ability to support visual branding consistency, curated feed aesthetics, and direct engagement features such as Direct Message, link sharing, and geotagging. The relevance of Instagram is further strengthened by its demographic dominance of Millennial and Gen Z users, who actively rely on visually driven platforms when searching for travel information and planning tourism activities.

The promotional approach in this study applies a content-based digital marketing strategy, which includes producing visually engaging and informational content, implementing experience-driven storytelling, optimizing hashtags and location tagging, and organizing a consistent posting schedule through a structured content calendar. This strategy is designed to guide audiences through three key stages of digital marketing communication: awareness (introducing the destination), engagement (encouraging interaction through likes, comments, shares, and saves), and conversion (driving action and participation in the Open Trip program). Therefore, Instagram is not selected merely due to its popularity, but because its platform characteristics align strategically with audience behavior patterns and effectively support tourism promotion objectives.

The primary objectives of this article are to design visually captivating digital content for open trip promotions, produce engaging and informative visuals, and provide training to local communities and members of the Tourism Awareness Group (POKDARWIS) on how to create effective content. Furthermore, this article analyzes the impact of digital promotion on boosting tourist interest, especially among Millennials and Gen Z, who are key drivers of digital travel planning.

Focusing on the creation of promotional content, including graphic design and short videos for social media, this article emphasizes the importance of crafting narratives that resonate with the target audience. By leveraging social media features, such as Instagram Reels and TikTok videos, the goal is to maximize the effectiveness of the promotional campaign. Through these efforts, the article seeks to enhance community engagement and raise awareness about the tourism potential in Sumberjaya Village.

2. Literature Review

The role of digital platforms in the promotion of tourism has evolved rapidly in recent years. Social media, in particular, has become one of the most powerful tools for destination marketing, offering a dynamic and interactive way for destinations to reach a global audience. Through visually compelling content and interactive features, platforms such as Instagram, TikTok, and Facebook have transformed how tourists discover and engage with new places. This section explores key concepts related to social media marketing in tourism, the role of local communities in digital content creation, and the impact of participatory approaches on tourism promotion.

2.1. Social Media in Tourism Promotion

In recent years, social media has become a primary tool for promoting tourist destinations (Hays et al., 2013). Platforms like Instagram and TikTok are particularly effective in reaching younger audiences, who prefer to gather travel information through visually appealing content and authentic storytelling (Dramićanin et al., 2023; Rashidin et al., 2025). Social media promotion is not only reliant on creating visual content but also involves audience engagement through interactive features such as geotags, hashtags, and collaborations with influencers (Rasel et al., 2025; Rashidin et al., 2025).

According to Wimolsittichai (2024), visually engaging content, such as photos, videos, and infographics, has the potential to capture tourists' attention and encourage them to choose a destination. Content that combines visual elements with narrative storytelling can create a more immersive experience for the audience, making the destination more memorable and appealing. Additionally, participatory content creation, as applied in this study, allows local communities to play a direct role in promoting their destinations. This approach can enhance the authenticity of the content and increase the audience's trust in the destination being promoted.

2.2. Open Trip

Open Trip is a tourism model that allows travelers to join a travel package even if they do not form their own tour group. This concept has rapidly gained popularity among young travelers because it offers more affordable costs, greater flexibility, and opportunities to meet people from diverse backgrounds. According to Te Brömmelstroet et al. (2017), Open Trips create a unique social experience in which participants can interact, share experiences, and enjoy the journey together, even though they come from different groups.

Open Trips also provide advantages for travel organizers, particularly in terms of cost efficiency. Instead of relying on large tour groups that may require complex arrangements, Open Trips allow organizers to gather individual participants and manage the trip more flexibly. This model aligns with current tourism trends that emphasize convenience, practicality, and social experience. For example, in Southeast Asia, various platforms such as Klook and Tiket.com offer Open Trip packages to multiple destinations, which have proven effective in increasing the number of tourists visiting emerging attractions.

The implementation of Open Trips in Sumberjaya Village can help attract travelers seeking unique experiences at affordable prices; however, to gain greater tourist interest, this concept requires several supporting elements. These include the availability of well-structured and clearly priced travel packages, visually engaging digital promotion through social media, and compelling storytelling that highlights authentic local experiences. In addition, consistent service quality, clear itineraries, and easy online registration are essential to build tourist trust. By integrating social activities, nature exploration, and direct interaction with local MSMEs

and community members, supported by effective digital content and community readiness, Sumberjaya Village can offer an inclusive, sustainable, and attractive tourism experience without requiring visitors to come in large groups.

2.3. Social Innovation in Tourism

Social innovation refers to the development of new solutions to social issues that aim to create long-term positive impacts for a specific community or society (Jati, 2023). According to Schröer (2021), social innovation often involves new approaches in addressing social challenges, such as economic empowerment, improving quality of life, and enhancing social inclusion. In the context of tourism, social innovation may take the form of tourism models that engage local communities in the management and promotion of tourism destinations.

Community-based tourism, which involves local communities in decision-making and destination management, is a tangible example of social innovation (Destiara & Fauzi, 2023). Rinaldi et al. (2022) states that innovation in community-based tourism not only creates economic opportunities for local residents but also fosters stronger relationships between tourists and local communities. This model also encourages cultural and environmental preservation, as the community plays an essential role in protecting natural resources and cultural heritage that serve as key tourism attractions.

In this regard, social innovation in Sumberjaya Village can be seen through the implementation of Open Trips, which not only provide tourism experiences but also empower local communities to actively participate in tourism management and promotion. Through digital content creation training and social media management, local residents are given the opportunity to innovate in developing tourism products that align with current trends and traveler needs. Furthermore, this form of social innovation supports tourism sustainability by ensuring that the economic benefits of the tourism sector are distributed across all levels of the village community.

3. Methods

This study adopts a qualitative approach using the Participatory Action Research (PAR) method to analyze the process of digital content design and its impact on tourism promotion. The research involved 18 participants, consisting of 10 members of the Tourism Awareness Group (POKDARWIS) and 8 local community members of Sumberjaya Village, Sumur District, Pandeglang Regency, Banten. The participants were predominantly young adults aged 18-35, representing the target group most actively engaged with social media and tourism activities.

The needs analysis and observation stage was conducted through direct observation and informal discussions with Pokdarwis members, local youth, and village tourism managers. This stage aimed to identify audience characteristics, preferred social media platforms, and content formats favored by digitally active tourists, particularly millennials and Gen Z. The findings from this stage informed the design of visual content tailored to social media users, including posters, Instagram feeds, stories, and short promotional videos highlighting the village's main attractions.

The study also included hands-on training sessions focused on basic content creation skills such as photography, video recording, and editing using accessible mobile applications. These sessions were designed to strengthen the capacity of Pokdarwis and community members to independently manage digital tourism promotion. Evaluation was conducted by assessing participants' ability to produce and manage digital content after the training, as well

as their level of engagement and consistency in content production, to ensure the sustainability of the digital marketing strategy.

4. Results and Discussion

One of the key outcomes of the Open Trip strategy design is the development of an itinerary for travel packages created to optimize the tourism potential of Sumberjaya Village. The itinerary is designed to provide a tourism experience that integrates captivating natural exploration with direct interaction with local MSMEs actors, as well as authentic cultural experiences unique to the village. This travel package is targeted toward young tourists, particularly millennials and Gen Z, who prefer authentic, affordable, and socially engaging travel experiences.

4.1. Reseaech Results

In examining the research findings from the implementation of the Open Trip strategy, as well as the use of digital marketing and social innovation in Sumberjaya Village, the results align with and reinforce key concepts presented in existing literature. The integration of these concepts provides a solid foundation for understanding how modern tourism strategies can enhance the growth and sustainability of rural tourism destinations. The following section discusses how this theoretical framework is applied to the findings identified in Sumberjaya Village.

Figure 1. Final design result of the Open Trip promotional poster

The image illustrates the itinerary developed for this Open Trip. It shows the sequence of activities planned throughout the trip, starting from nature exploration and interaction with local communities to leisure time at the beach. Each activity in the itinerary is tailored to the needs and preferences of young travelers seeking unique, authentic, and non-conventional tourism experiences.

The use of digital marketing in promoting tourism in Sumberjaya Village plays a crucial role in reaching a wider audience, particularly young travelers from millennial and Gen Z demographics. Digital marketing enables tourism destinations to reach broader audiences more efficiently and at a lower cost. In Sumberjaya Village, the core focus of the digital marketing strategy is the utilization of social media platforms such as Instagram and TikTok to showcase the village's natural beauty, local culture, and available tourism activities.

Figure 2. Final design result of the Open Trip for feed Instagram

This study finds that the implementation of digital marketing strategies significantly increased the village's visibility. By empowering the local community particularly POKDARWIS (Tourism Awareness Group) in content creation, the initiative not only promotes the village but also fosters a sense of ownership and active participation in the tourism promotion process. As highlighted by Cheung et al. (2021), social media plays a vital role in shaping tourist perceptions and influencing their decisions to visit a destination. The use of visual content such as photos and videos has enabled Sumberjaya Village to attract the attention of potential visitors.

Furthermore, digital marketing allows for a more personalized approach, which is essential in attracting younger generations, particularly millennials and Gen Z. According to Te Brömmelstroet et al. (2017) personalized digital marketing can enhance audience engagement and facilitate tourism transactions through mobile applications and online platforms. The success of this strategy in Sumberjaya Village demonstrates the important role of digital marketing in making rural tourism destinations more accessible and appealing to a global audience.

The implementation of the Open Trip concept in Sumberjaya Village demonstrates its acceptance as a model for attracting tourists seeking flexible, affordable, and socially engaging travel experiences. Open Trips allow travelers to join a tour package without requiring the formation of their own travel group. This model offers several advantages, including the creation of unique social experiences by providing opportunities for participants to interact with individuals from diverse backgrounds.

In Sumberjaya Village, the Open Trip model is adapted to meet the needs of young travelers who seek social experiences at a more affordable cost. The village organizes tours that include nature exploration, interaction with local MSMEs, and cultural activities, allowing visitors to enjoy authentic and budget-friendly experiences. This approach aligns with findings from Kumar (2024) which state that Open Trips serve as an efficient model for travel organizers, enabling them to offer personalized travel experiences at a lower cost compared to traditional group tours.

Additionally, Open Trips play a significant role in promoting community participation in tourism. As observed in this study, the village not only offers tours to visitors but also involves local residents including artisans, tour guides, and MSMEs owners in the activities. This practice aligns with the principles of community-based tourism (CBT), which aims to establish a model that benefits both the destination and its community. Through Open Trips,

local residents are directly engaged in delivering services that enrich tourist experiences and ensure that tourism benefits are distributed among community members.

The concept of social innovation is essential in shaping tourism development in Sumberjaya Village. Social innovation refers to the development of new solutions to social issues that generate long-term positive impacts for communities. According to Murray et al. (2010), social innovation often involves new approaches to addressing societal challenges, such as economic empowerment, improving quality of life, and enhancing social inclusion. In the tourism context, social innovation may take the form of tourism models that involve local communities in the management and promotion of destinations.

Community based tourism, which engages local residents in decision-making and destination management, serves as a concrete example of such innovation (Prasetyo, 2020). This model also promotes cultural and environmental preservation, as the community plays a central role in protecting natural landscapes and cultural heritage, which constitute major tourism attractions. In this regard, the social innovation implemented in Sumberjaya Village is reflected in the application of the Open Trip model, which not only offers tourism experiences but also empowers local communities to actively participate in tourism management and promotion. Training in digital content creation and social media management provides residents with opportunities to innovate and develop tourism products that align with modern trends and traveler preferences. Thus, this form of social innovation supports sustainable tourism by ensuring that economic benefits are shared across all levels of the village community.

4.2. Discussion

In this section, the research findings are further elaborated by linking key results with the theoretical framework used in this study, namely digital tourism marketing, Open Trip, and social innovation. This discussion aims to provide a deeper understanding of how these theories are applied in the development of tourism in Sumberjaya Village and their impact on both the local community and rural tourism as a whole.

The Open Trip strategy implemented in Sumberjaya Village successfully captured the interest of young tourists, particularly those active on social media, and increased the village's visibility as a tourism destination. The use of digital platforms for promotional efforts provided the village with the opportunity to reach a broader audience and create a positive destination image through content generated by the local community.

However, despite the various achievements, challenges remain, particularly regarding the limited equipment available to the community for producing high-quality content. Most training participants only owned mobile phones with low specifications, which limited their ability to produce high-resolution videos and photos. In addition, the lack of initial knowledge of editing techniques and social media management posed difficulties for some members of POKDARWIS.

Nevertheless, these challenges were successfully addressed through strong collaboration between the community and external assistance. With appropriate training and the use of simpler tools, POKDARWIS members were able to produce engaging and relevant promotional content and manage tourism promotion more effectively. This demonstrates that, with the right approach, empowering local communities can enhance promotional quality and support the development of sustainable community-based tourism.

The implementation of digital marketing played an important role in increasing the visibility of Sumberjaya Village as a tourism destination, particularly among young travelers. By utilizing social media platforms such as Instagram and TikTok, the village was able to reach a wider audience and showcase its natural and cultural tourism potential. Consistent with

Mallick (2023) digital marketing enables destinations to attract tourists more efficiently and at a lower cost. Furthermore, empowering the local community especially POKDARWIS in the creation of compelling visual content demonstrates that user generated content based marketing is highly effective in building a positive village image. Therefore, digital marketing in Sumberjaya Village not only increases visibility but also provides the community with greater control over how their identity is represented online.

The implementation of the Open Trip model in Sumberjaya Village also demonstrates success in creating tourism experiences that are more social, flexible, and affordable. The Open Trip format allows travelers to join a tour package without forming their own group, making it highly suitable for young tourists seeking social connections and authentic exploration. As explained by Wirtz and Lovelock (2016) this model facilitates social dynamics that encourage interaction and shared experiences among participants throughout the trip. In this study, the Open Trip model was adapted by incorporating activities such as trekking and interaction with local MSMEs, providing visitors with a more authentic experience. In addition, the cost-efficient structure allows tourists to enjoy a complete travel experience without concerns about excessive expenses. The Open Trip approach also creates opportunities for local communities to participate in various tourism activities, including serving as tour guides and homestay providers. This aligns with the principles of community-based tourism (CBT), which emphasize empowering communities in managing and benefiting from their tourism resources.

The implementation of social innovation in Sumberjaya Village plays an essential role in empowering the local community to address tourism related challenges. The concept of social innovation in this context is reflected through the application of the Open Trip model, which not only provides a flexible travel alternative but also empowers the community through training in digital content creation. As explained by Schröer (2021), social innovation involves the development of new solutions that address social and economic issues within a community.

The challenges related to limited equipment and digital skills among POKDARWIS members can be understood as an integral part of social innovation in resource-constrained rural tourism settings. Rather than hindering the program, these constraints encouraged adaptive strategies within the PAR framework, such as the use of mobile-first content, simple editing applications, and peer-based learning during training sessions. This adaptive process reflects the essence of social innovation, where local limitations become drivers for creative and context-appropriate solutions. Through participatory engagement, community members were not positioned merely as recipients of technology, but as active agents who co-designed promotional practices suited to their available resources. Consequently, the PAR approach proved effective in transforming technical limitations into opportunities for capacity building, ensuring that digital tourism promotion remained inclusive, sustainable, and aligned with community realities.

By enabling residents to produce promotional content using platforms such as Instagram and TikTok, Sumberjaya Village provides them with the opportunity to manage and promote their destination in a more controlled and independent manner. This form of social innovation supports tourism sustainability by ensuring that the benefits are distributed across all levels of the community. Through sustainable tourism, which emphasizes the long-term preservation of social and environmental values, Sumberjaya Village is able to develop a tourism model that not only generates economic advantages but also protects the natural environment and local cultural heritage.

5. Conclusion

This study concludes that the integration of the Open Trip strategy, community-based tourism, and digital marketing has significant potential to enhance the attractiveness and sustainability of tourism in Sumber Jaya Village. The Open Trip model effectively addresses promotional and resource limitations by offering affordable, social, and authentic travel experiences that appeal particularly to millennials and Gen Z. Active community involvement, through roles as guides, homestay providers, and content creators, ensures fair economic benefits while strengthening local ownership. Supported by digital marketing via social media platforms such as Instagram and TikTok, this approach increases destination visibility, expands market reach, and contributes positively to local economic and social development.

To further strengthen the impact of this strategy, it is recommended that Sumber Jaya Village continue improving the quality and consistency of digital content, develop clear and well-structured Open Trip packages, and enhance community capacity through ongoing training in digital marketing and tourism management. Future studies may explore the long-term economic impact of Open Trip tourism and examine visitor satisfaction to refine service quality and ensure sustainable tourism development.

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