

# Challenges and Solutions for Village Branding in West Java

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## Abstract

*West Java is blessed with many villages that have advantages in natural resources, such as mountains, agriculture and beautiful plantations. Many villages in this region have the potential to become tourist villages capable of attracting tourists from outside the region. However, there are still many tourist villages that do not have a strong brand and are not promoted effectively using digital media. This attracts researcher to study the real problems faced by these villages. This research aims to describe and identify issues and programs for branding villages in West Java region. The approach used is a qualitative approach with a literature review method based on data obtained from the Garuda Platform. Even though there are dozens of research literature on village branding in Indonesia, unfortunately only 5 documents study villages in West Java. This research succeeded in reviewing these documents and came to the conclusion that villages in West Java actually have superior natural resources, but many of them do not have a strong brand and effective and massive promotion.*

**Keywords:** Village, Brand, West Java, Literature Review.

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## Abstrak

Jawa Barat dianugerahi banyak desa yang mempunyai keunggulan dalam sumber daya alam, seperti pegunungan, pertanian dan perkebunan yang sangat indah. Banyak desa di wilayah ini yang berpotensi menjadi desa wisata yang mampu menarik wisatawan dari luar daerah. Namun, masih banyak desa wisata yang belum memiliki brand kuat serta kurang dipromosikan secara efektif menggunakan media digital. Hal ini menarik peneliti untuk mengkaji tentang permasalahan riil yang dihadapi oleh desa-desa tersebut. Penelitian ini bertujuan untuk memperoleh menggambarkan dan identifikasi isu dan program pemerekan desa-desa di wilayah Jawa Barat. Pendekatan yang digunakan adalah pendekatan kualitatif dengan metode kajian pustaka berdasarkan pada data yang diperoleh dari Platform Garuda. Meskipun ada puluhan literatur penelitian tentang village branding di Indonesia, namun sayangnya hanya 5 dokumen yang mengkaji tentang desa-desa di Jawa Barat. Penelitian ini berhasil meninjau dokumen-dokumen tersebut dan mendapatkan kesimpulan bahwa desa-desa di Jawa Barat sejatinya memiliki keunggulan sumber daya alam, namun banyak diantara mereka yang belum memiliki brand yang kuat dan promosi yang efektif dan masif.

**Kata Kunci:** Desa, Merek, Jawa Barat, Tinjauan Literatur.



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## I. INTRODUCTION

West Java is geographically located between 105° 00' 00" - 109° 00' 00" East Longitude and 5° 50' 00" - 7° 50' 00" South Latitude. Administratively, West Java in the north borders the western Java Sea and DKI Jakarta, in the eastern part West Java borders Central Java Province, in the south it borders the Indonesian Ocean and Banten Province in the west. West Java consists of 17 districts and 9 cities, with the capital being Bandung. The northern region of West Java is a lowland area, the Central and Southern regions of West Java are mountainous and hilly areas which are highland areas with few beaches [1]. West Java has very diverse natural resource potential. This potential covers various sectors, including agriculture, forestry, mining, water and energy. The potential natural resources possessed by West Java include:

### 1. Agriculture

West Java is known as Indonesia's rice granary and has fertile agricultural land. Most of the area is used for agriculture, including food crops such as rice, corn and soybeans. Apart from that, horticultural commodities such as vegetables, fruit, and plantations such as tea, coffee and coconut also grow abundantly here.

### 2. Forestry

The province has a significant forest area, providing great forestry potential. These forests not only provide wood for industry, but also play an important role in maintaining ecosystem sustainability, storing carbon and supporting biodiversity.

### 3. Water and the Environment

Large rivers such as the Citarum and Cisadane flow in West Java, providing great potential for water resource development. However, it is important to remember that sustainable water management is crucial considering the importance of water for the sustainability of agriculture, industry and daily life.

### 4. Biodiversity

West Java has high biodiversity with various types of ecosystems, including mountain forests, tropical rain forests and savannas. Preserving and managing biodiversity is the key to maintaining a balanced ecosystem and supporting human life [2].

The importance of sustainable management and environmental protection in utilizing the potential of natural resources in West Java cannot be overlooked. With a wise and sustainable approach, the potential of these natural resources can be optimized to improve community welfare while maintaining environmental sustainability and biodiversity. West Java region has a number of villages which are the heart of local community life. Village branding, or the process of village development and modernization, is a challenge that needs to be faced to improve welfare and ensure the sustainability of life in rural communities. However, village branding in West Java is also faced with a number of challenges that need to be resolved through innovative and sustainable solutions [3]. Village Branding Challenges in West Java include:

#### 1. Limited Infrastructure Access.

Some villages in West Java still experience limited access to infrastructure, such as roads, clean water and electricity. This becomes an obstacle in carrying out branding activities, because inadequate infrastructure can slow down economic growth and village development.



## 2. Natural Resource Management.

Several villages in West Java face challenges in managing natural resources, especially those related to agriculture and environmental sustainability. Climate change and unpredictable weather patterns can affect agricultural productivity, while unsustainable management can harm local ecosystems.

## 3. Demographic Shift.

Several villages in West Java are experiencing a demographic shift, with many young people looking for opportunities in big cities. This can result in aging of the village population and loss of potential productive human resources [4].

These physical and managerial challenges have a big influence on village branding efforts in West Java. Village branding is a strategy to promote villages as tourist destinations or centers of certain activities by highlighting their uniqueness, attractiveness and identity. In West Java, as in many other places, village branding faces a number of challenges that need to be overcome for the effort to be successful and sustainable [5]. This research aims to describe and identify issues and programs for branding villages in West Java region. The approach used is a qualitative approach with a literature review method based on data obtained from the Garuda Platform. This digital platform is what researcher use as data to conduct literature reviews. However, this research limits itself to a literature review that discusses the branding of villages in West Java.

## I. METHOD

Researcher used the literature review method to answer the problem formulation and objectives of this research. Using this method, researcher carry out systematic and critical analysis of existing research and scientific articles regarding certain topics or research questions [6]. It serves as a foundation for understanding the current state of knowledge, identifying gaps, and establishing the rationale for new research studies. The literature review process in this research is divided into six stages [7], namely:

This research was conducted through six systematic stages. (1) The first stage was Defining the Problem, where the researcher formulated the problem in order to gain an overview of village branding in West Java based on the results of the literature reviewed. (2) The second stage was Searching for Relevant Literature, during which the researcher searched for relevant studies on village branding in West Java using the Garuda platform, resulting in 46 documents with various themes. (3) In the Selection of Study Subjects stage, the researcher narrowed down the focus to studies specifically addressing village branding in West Java. (4) The fourth stage involved Reading the Literature, in which five selected documents were carefully examined to understand village branding from multiple perspectives. (5) The next stage, Data Organizing, involved categorizing the data based on the village names, identified problems, and the programs implemented to address those issues. (6) Finally, in the Writing the Review stage, the researcher compiled a systematic literature review covering the introduction, methods, findings, and conclusion.

## II. FINDINGS

This research succeeded in identifying the names of villages which were the objects of study by village branding researcher in West Java region. From the results of the literature search, researcher found 5 articles that discussed this theme.



Table 1. Literatures of Village Branding in West Java

No.	Village/Regency	Problems	Programs
1	Pabean Udik, Indramayu	Lack of understanding of planning, processing and marketing in entrepreneurial strategies, such as cultivating milkfish and seaweed.	Community service program by providing marketing strategy training to the millennial generation in the village.
2	Mekarbuana, Karawang	Lack of knowledge about human resource management, promotions, and financial management.	Community service program by providing digital promotion training, as well as establishing an MSME product center.
3	Padasuka, Bandung	Need to upgrade skills in using digital technology.	Community service program so that business people know, understand and prepare themselves to compete in the business world based on digital technology.
4	Waluran, Sukabumi	There is no visual identity specifically designed for Hanjeli Tourism Village. The visual identity used is still limited to simple logos and signs.	The community service program uses Design Based Research (DBR) to create a more comprehensive and integrated visual identity design to better describe the nature, values and characteristics of the Hanjeli Tourism Village.
5	Curuglemono, Pandeglang	Branding of products in Curuglemono village is not yet strong and is not yet known to the public.	Community service program by providing training in batik, branding, as well as providing digital promotion skills. Community service program by providing training in batik, branding, as well as providing digital promotion skills.

Table 2. Bibliography

No.	Location	Bibliography
1	Pabean Udik, Indramayu	[8]
2	Mekarbuana Karawang	[9]
3	Padasuka Bandung	[10]
4	Waluran Sukabumi	[11]
5	Curuglemono Pandeglang	[12]



Ridwan et al (2022) researched the branding of Pabean Udik village, Indramayu. This village has a regional structure that really supports the development of milkfish and seaweed cultivation. With the potential of this area, the opportunities for cultivating milkfish and seaweed as a business opportunity are very broad for prospective entrepreneurs. The results from cultivating milkfish and seaweed can be processed into various food preparations which have a higher economic value than just selling raw materials. It can even become a specialty food that is the flagship of Pabean Udik Village, Indramayu Regency, like other kola cities in Indonesia. This will improve the community's economy and make the image of Pabean Udik Village in particular and Indramayu Regency in general better known to the wider community.

However, the low level of education which has an impact on poverty is a problem in the Pabean Udik Village. The problem of children dropping out of school was found in the village. There is still a lack of understanding of planning, processing and marketing in entrepreneurial strategies by the millennial generation, such as cultivating milkfish and seaweed in Pabean Udik Village. Milkfish farmers still sell raw materials. In fact, milkfish can be made into various processed products which have higher economic value, one of which can be processed into milkfish cake products which have economic value.

Community service activities (PKM) were carried out in Pabean Udik Village from 23 August to 30 August 2022. This activity aims to increase and develop knowledge about marketing strategies in entrepreneurship so that the millennial generation can advance the businesses they already have and are able to see, read and capture business opportunities from its natural potential, especially milkfish and seaweed which are the superior products of Pabean Udik Village. An important factor that must be considered to build a business is the entrepreneurial strategy of the milkfish and seaweed cultivator group, such as selecting and processing unique products, selecting the right location, determining prices, appropriate marketing strategies. Community service activities through providing materials and understanding to teenagers are intended to stimulate the mindset of teenagers so they want to increase their own capacity to a greater potential. Millennial teenagers are encouraged to be more creative in increasing the economic value of the products produced, not just selling raw materials that only have low selling value. Creativity by making processed products from milkfish and seaweed is expected to be able to increase the productivity of teenagers to be more empowered, have independence to create jobs.

Yani et al (2022) researched the branding of Mekarbuana Village, Karawang. This village has enormous tourism potential, namely the natural tourism of Mount Sanggabuana. However, the status of the Mount Sanggabuana forest area currently has the status of a protected area, so it is necessary to control the area so that the area is in accordance with the status and function of the area as a water catchment area in Karawang district. The increasing development of tourist attractions in Sanggabuana will give rise to new environmental problems so that good tourism concepts or management are needed, along with the development of tourist attractions in Sanggabuana. The presence of this tourist attraction must have a positive impact on local residents by empowering the local community.

Apart from tourism potential, there are other potentials in Mekarbuana Village such as agricultural, plantation and industrial potential. One of the potentials in Mekarbuana Village is agricultural potential, there is 1.71 km<sup>2</sup> of rice fields available, 6.01 km<sup>2</sup> of plantations, 1.2 km<sup>2</sup> of forest, and 0.02 km<sup>2</sup> of ponds or ponds. Mekarbuana Village is also one of the villages that has state-owned forest covering an area of 10.81 Ha. The potential for the wood industry





is 3 industries, the weaving industry is 5 industries, and the fabric industry is 3 industries. Community service activities were carried out from 19 October 2021 to 7 January 2022. This activity resulted in a common perception regarding the concept of establishing an ecotourism-based coffee village, where there was agreement with the program that had been launched by the Village Head, that the establishment of a coffee village would be faster, namely in 2023. The Mekar Buana Community receives information and input submitted by interest coordinators ranging from Human Resources Management, Promotion and Financial Management. The development of MSMEs in this village involves the community by establishing a center for agricultural products, culinary tourism and souvenirs that can provide economic value. Apart from that, MSMEs in the village are also considered to really need training to improve digital promotion skills.

Sugiana et al. (2023) researched the branding of Padasuka village, Bandung. This village has many MSME products such as clothing, food, furniture and others which are quite widely known by people from outside the Bandung area. For example, typical food such as Peuyem is well known in other regions because it uses digital marketing tools. Apart from that, there are also furniture products that are well known on social media and e-commerce. Copywriting has also been trained to be able to communicate the product so that it can attract more consumers. Community service activities are carried out with the aim of ensuring that MSMEs and all personnel at the Padasuka Subdistrict Office are able to know, understand and prepare themselves to be able to compete in the business world based on digital technology. Apart from that, this activity also provides an opportunity for lecturers to apply their knowledge and competence directly by providing direction or outreach to the public regarding the use of digital technology that is right on target and appropriate for use.

Prawira, N. G., & Aulia, G. F. (2023) researching the branding of Waluran village, Sukabumi. This village is known as the Hanjeli Tourism Village with an educational tourism concept that focuses on local food that is almost extinct, namely the hanjeli plant. This plant is a tropical grain from the grain family or Poaceae. With the edutourism approach, where there will be added value for improving the community's economy, tourists are invited to get to know local food from how to plant, harvest hanjeli using traditional tools, pound hanjeli using a lisung, winnow hanjeli using a winnowing pan, learn to make dodol and rengginang hanjeli, to making knick-knacks from hanjeli seeds. However, currently there is no visual identity specifically designed for Hanjeli Tourism Village. The visual identity used is still limited to simple logos and signs. Therefore, it is necessary to design a more comprehensive and integrated visual identity to better describe the nature, values and characteristics of the Hanjeli Tourism Village.

Community service activities are carried out using the Design Thinking method. This method is an implementation of the design method. The process includes direct observation, interviews, descriptive analysis of village characteristics, market analysis, and a creative process for design elements. The branding development design for Hanjeli Tourism Village, Sukabumi Regency is a visual communication design process carried out using the Design Based Research (DBR) method. Design thinking from the start is carried out in stages through data collection, problem identification, developing ideas as solutions, and executing a choice of visual plans to be applied through media. Overall, the resulting design has been accepted by the village developer, both visuals and design guidelines. As a recommendation for the Hanjeli Tourism Village, this design really needs to be tested or tried out on the community to get further responses.



Setiyawan (2024) researched the branding of Curuglemono Village, Pandeglang. This village is a village that has a lot of potential, including natural tourism and plantation products, where the majority of the population of this village are farmers. Apart from natural riches, Curuglemono Village also has a variety of culture and local wisdom which could be potential in developing tourist destinations in the future. In principle, this tourist destination does not damage the surrounding nature and must also continue to preserve existing local wisdom so that this village can develop tourism based on agriculture, plantations, local arts and culture and local wisdom that has character and is very synonymous with Curuglemono village. Community service activities are carried out by holding batik training with original motifs typical of Curuglemono village, which will later be named the Salakanegara batik motif. This batik training was carried out as an empowerment program for mothers and young people in Curuglemono village, who in the future could become a batik industry or batik MSMEs in Curuglemono village. The results of making and producing batik will be marketed through the Bumdes network, which has been built by Mr. Alek as chairman of Bumdes Curuglemono.

Apart from that, digital media marketing training was also held through several digital media platforms, in order to promote all the potential of Curuglemono village such as its natural beauty, agricultural products, handicrafts and traditional food. All of the village's potential can be promoted and informed through persuasion on several digital media platforms, including YouTube, Tiktok, Instagram and the village website. Based on the analysis of these five studies, it can be concluded that villages in West Java actually have superior natural resources, but many of them do not have strong brands and effective and massive promotions. In this case, researcher provide several innovative alternative solutions for branding villages in West Java, including:

1. Sustainable Infrastructure Development. Increasing infrastructure access is a top priority. Sustainable construction of roads, clean water systems and electricity will facilitate economic growth and prosperity of village communities.
2. Training and Community Empowerment. Through training and community empowerment programs, villages can optimize their local potential. Skills training, sustainable agriculture and local entrepreneurial initiatives can help increase village competitiveness.
3. Sustainable Management of Natural Resources. Villages need to develop sustainable agricultural practices and involve communities in managing local natural resources. Planting trees, preserving forests, and organic farming practices can help protect the environment.
4. Empowering the Young Generation. Through education and training programs, the younger generation in villages can be empowered to stay and contribute to the development of their villages. Entrepreneurship and information technology initiatives can help create job opportunities.
5. Community Based Development. Involving the community in planning and decision-making regarding village branding is key. This participatory process can ensure that the needs and aspirations of local communities are accommodated.

By facing this challenge together and implementing innovative and sustainable solutions, village branding in West Java can become a driving force for equitable and sustainable development for rural communities. The government, non-governmental organizations and



local communities need to work together to create a conducive environment for competitive village development.

### III. CONCLUSION

Based on the literature search conducted through the Garuda Platform, which found five articles specifically discussing village branding in West Java, future research could focus on several key areas. First, exploring collaborative branding models that involve local government, community organizations, and private sectors could strengthen branding efforts and provide more sustainable solutions by leveraging available resources. Additionally, with the rise of digital platforms, investigating the role of social media and digital marketing in promoting village brands could offer insights into how villages can attract tourists and investors. A longitudinal study measuring the long-term impact of village branding on local economic development, tourism, and community participation could provide valuable data on the effectiveness of these strategies over time. Moreover, integrating sustainability and resilience into village branding strategies is crucial, especially considering environmental challenges like climate change. Future research should examine how to design branding strategies that are not only effective but also adaptable to these changes. Lastly, the integration of cultural heritage in village branding could create a unique and authentic identity for each village, resonating with both locals and visitors. These suggestions aim to guide future researchers in further exploring the dynamics of village branding in West Java, focusing on sustainability and efficacy.

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