Branding Batunggulung Beach in Pantama Village as A Tourism Potential Development Through UIN Alauddin Community Service Program Batch 79

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ABSTRACT

Batunggulung Beach is a marine tourism destination that has natural potentials such as broad sand beaches, a row of coconut trees on the beach side, natural coral rocks and clear calm water. However, the existing natural potentials are not used optimally because there are many obstacles including branding, promotion, infrastructure and management human resources. Therefore, the purpose of this community service activity is to describe the current state of Batunggulung Beach; find out what kind of natural potentials and problems exist in the partner community (the Pantama Village Government and its citizens) and implement and assess the branding activity done by students of the Community Service Program (KKN) Post 17 of UIN Alauddin Makassar as an alternative way to develop tourism potential. This activity used qualitative descriptive approach through preliminary survey; coordination with partner community; implementation of branding program and

assessment. Data collection was done through field observation; in-depth interview with local community leaders and documentation. The results of the activity indicate that Batunggulung Beach has a strong historical significance, as indicated by the origin of its name, which is related to rock formation and traditional fishing activities practiced by the locals. Nevertheless, it is also found that Batunggulung Beach has several issues related to public sanitation facilities, lack of formal organization for managing Batunggulung Beach and low level of development of micro, small and medium enterprises (MSMEs). The branding activity conducted by the KKN students in the forms of digital promotion materials and a documentary video was successful in enhancing public awareness about Batunggulung Beach and the reaction from partner community was positive. Thus, this activity suggests that there should be continued branding activities with participation from village government and community so that Batunggulung Beach can be developed as a sustainable tourism destination.

1. Introduction

Tourism is an important sector in various regions of Indonesia because it serves as the engine of economic growth, preservation of culture and local content, and improvement in the well-being of communities. This sector not only acts as a driver of the local economy, but also strengthens the identities and local wisdoms of a region. However, plentiful tourist potential will not magically make it more familiar nor will other people show up, unless this potential is complemented by attempts to give the destination its own identity or develop its brand.

Pantama village in Kajang district of Bulukumba regency, South Sulawesi is home to a coastal tourism attraction named Batunggulung beach. It has many natural beauties such as; the color of the sand on the beach that changes from dark to light, coconut trees growing on the shore, rock formations where visitors can take pictures, and the water is very clean and calm. Not only does it have beautiful natural beauty but Batunggulung beach also has a historical value through the naming process. According to the leaders of the community, the name was taken from the appearance of rock formations that are found at the side of the cliff on the beach which look like they were "rolled up" (Tergulung), and the history of how people who practiced traditional fishing in Kajang called this place "Maleleng".

Despite being developed as a tourist attraction, Batunggulung Beach still has many problems. The road that leads to Batunggulung Beach is still poor; some parts of the road are just gravel and have not been paved completely with blocks. There is also a problem with managing Batunggulung Beach. Although there are some things at the beach like a landmark monument, gazebos, public toilets and a footbridge to go into the shallow water, no one is officially responsible for keeping Batunggulung Beach clean or safe. Therefore, the beach looks messy most of the time because of garbage and fallen coconut leaves. There are also no MSMEs around Batunggulung Beach so locals cannot make money from selling food or other things. Finally, Batunggulung Beach does not have many advertising or marketing campaigns. As a result, only people living in Kajang and areas close to Kajang know about Batunggulung Beach.

Tourism destination branding can be defined as one of the strategic actions used by local authorities to develop the tourism industry in their area. As explained by Mustari et al. (2021), tourism destination branding has evolved from the concept of city branding, which defines a city/region as a tourist destination (Both for local and national tourists). Additionally, tourism destination branding can serve as a means of managing tourism opportunities and developing a unique identity/characteristic of a region to create a competitive image. Furthermore, Ramadani et al. (2026) state that tourism destination branding is very important to ensure efficient and sustainable management of a destination. Lastly, Faradita et al. (2023) suggest that creating a brand for a coastal destination is necessary to help the destination distinguish itself from other similar destinations, market its attractions, and establish a strong image among tourists.

Several studies have explored how destination branding relates to the development of tourism villages, typically in the form of community service initiatives or student community service (KKN) programs. According to Darmo et al., (2021), using the natural, agricultural, social and cultural resources available at the local level to create rural tourist attractions is one way to encourage community potential through tourism. Listyorini et al. (2021) and Singgalen (2023) find that destination branding strategies may be utilized to enhance the institutional capacity of tourism villages, particularly by creating community-based organizations that are "tourism aware." Additionally, Putri & Hardianti (2024) find that destination branding strategies are able to capitalize on the natural features of an area to create regional tourist attractions. Finally, a study carried out by a student KKN team from STKIP Muhammadiyah Kuningan in Ciniru Village found that the involvement of students through exploration and destination branding activities can assist with addressing issues associated with a lack of tourism promotion due to the absence of a strong brand supporting such promotions.

Research similar to Riangsunge Beach has proven that destination branding—in this case developed through the availability of facilities, improvement of cleanliness and environmental greening, social media utilization and word-of-mouth promote tourism interest which ultimately results in progressive tourist visitation (modification/reference from: Reshetnikov 2012). When viewed more broadly, Umar et al. (2023) prove how successful rural tourism branding is implicated by collaboration among stakeholders within, such as local leadership initiatives, local government support, community involvement and signature landmark that contribute to the identification of any destination. Additionally, Eurosia et al. (2022) indicates that regional branding could increase the visit of tourists and optimize investments in tourism, MSMEs, and the creative economy by applying brand attributes to consumers in a particular region through Dolan Blora branding experience as explored by Sofie & Rachmawati (2024)

As mentioned in the previous paragraph, a research study related to the branding of Batunggulung Beach would be very relevant in the context of the Kuliah Kerja Nyata (KKN) - Community Service Program - which provides students with an opportunity to contribute to empowering communities and resolving problems faced by their partner organizations: the Pantama Village Government and the local community. Through the 79th cohort of the UIN Alauddin Makassar KKN program, the students involved in the program have developed branding strategies for Batunggulung Beach through the production of digital promotion materials and a documentary film. These activities represent the first phase of promoting this

tourist attraction to a larger number of people. The main objectives of this community service project include (1) describing the current conditions of Batunggulung Beach; (2) identifying both the possibilities and obstacles to further developing Batunggulung Beach as a tourist destination, as experienced by the partner organizations; and (3) evaluating the results of the branding strategies implemented by the KKN students as a means of increasing the tourism potential of Pantama Village.

2. Method

The community service was a qualitative descriptive study which sought an in-depth, context-specific understanding of the management of Batunggulung Beach and branding process with partner projects. This method was chosen because it can reveal the meanings, processes and socio-cultural contexts behind partners' challenges around history significance and tourism opportunities as told from the perspective of the local communities.

The primary target group for this community service activity includes the Pantama Village Government and the residents living close to the Batunggulung Beach Area, along with the community leaders in the area who have acted as the main source of information about the history and present condition of Batunggulung Beach. This partnership group has been actively involved in sharing information and facilitating observations and interviews, and will be the ultimate beneficiaries of the branding program developed by the KKN (Community Service Program) Students specifically, regarding the sustainable development of the Tourism Area following completion of the KKN program.

The community service activity was held at Batunggulung Beach, Pantama Village, Kajang Sub-district, Bulukumba Regency, South Sulawesi. The community service activity is a work program of students of the 79th cohort of the Community Service Program (KKN) of UIN Alauddin Makassar while undergoing their placement in Pantama Village. The implementation of this community service activity was carried out in four phases, namely:

1) An initial survey (consisting of observations and interviews) was conducted to directly examine the physical condition, accessibility, and facilities of Batunggulung Beach, as well as to gather information from community leaders regarding its history, the origins of its name, its potential, and the challenges it faces.
2) Coordination with partners, including discussions with the Pantama Village Government and community leaders to reach an agreement on the form of the branding program to be implemented, as well as the division of roles for its execution.
3) Implementation of a branding program, which includes formulating branding concepts and messaging, producing digital promotional content, and creating a documentary video that highlights the natural appeal and historical value of Batunggulung Beach.
4) Publication, dissemination, and evaluation: the distribution of content via digital media to broaden awareness of a destination, alongside an assessment of responses from partners and the public, as well as an analysis of program achievements and implementation challenges.

The assessment of activity success is done descriptively qualitatively with data reduction, data presentation, and conclusion drawing based on observations, interviews and as well feedback from each partner during the implementation of the program. Available accurate

description about Batunggulung Beach condition and its potential, producing promotional materials or movies document, the positive feedback of respondents before the program implementation indicated by awareness of the destination to a wider audience into sustainability relationships between partners are indicators of success activity.

3. Results and Discussion

Batunggulung Beach is located in Pantama Village, Kajang District, and Bulukumba Regency which can be accessed by both bimos and cars or four-wheeled vehicles. Still, some stretches of the road that get you into the sites are loose gravel or unfinished paving, making it a clear sign there's work to be done fully accessing this tourism spot. Batunggulung Beach does not have powdery white sand if compared to beaches in Karangasem which is really good for the physical's characteristics like the sand color which has a distinctive yellow or brown, and blacksand. There are lines of green coconut trees near the coast, and outside there are rocks that can be used as photo spots for tourists.

The Batunggulung beach has some amenities such as; a well-known structure that represents Batunggulung beach, many gazeboes, a few public toilets, and a wooden bridge that goes out from the beach into the shallow water. This bridge can be used for recreation and taking pictures. However, there are many basic problems with the beach: a lack of garbage cans, a lack of staff or management to clean up the beach regularly, and a lack of growth in micro, small and medium enterprises (MSME's) near the beach. Therefore, the beach usually looks like it isn't taken care of very often, is covered in garbage, and has fallen coconut leaves everywhere that aren't cleaned up regularly.



Figure 1. The Panoramic of Batunggulung Beach

According to interviews conducted with local community members, the term "Batunggulung" has been utilized by the residents of Pantama Village for many generations. The use of this term is believed to have originated from the physical characteristics of the rocks located at the base of the coastal cliffs that appear to be "rolled up", a characteristic that was revealed as part of a excavation project during the construction of a roadway in the vicinity. The layering of these dense rocks provided the foundation for naming the area "Batunggulung Beach".

Besides Batunggulung this place is also called Maleleng. This name, according to local sources, refers to an epitomized fishery method that the community would have done with a wooden fishing apparatus called a “bila,” which was placed near the edge of a coral reef facing out into the open sea. Over the generations, the Kajang people, including indigenous Kajang

(Ammatoa) people, repeatedly fished here and then brought their catch to a special location called "fruit tangnga". This historical background proves that Batunggulung Beach is a natural tourism destination, and it also holds so much tradition and local wisdom. These components may be incorporated into a destination brand narrative which corresponds with Kavaratzis (2008) argues that an effective destination branding must originate from and relate to the intrinsic identity and qualities of a specific area.

The observation has shown that Batunggulung Beach has a very large potential for tourism. It is shown in the natural beauty of the area, the scenic views and also in the clarity of the water. In addition, the historical value of the area and the traditional values held by the people of the area enhance the potential of Batunggulung Beach as a tourist attraction with characteristics that are different from other beaches in the vicinity. However, some problems have been found that prevent Batunggulung Beach from becoming a tourist destination. These include:

1) Infrastructure Aspect: road access that is not yet fully paved or covered with paving blocks, as well as a lack of supporting facilities such as trash bins.
2) Environmental Management Aspect: there are no cleaning staff to maintain the area on a regular basis, resulting in an accumulation of trash and fallen coconut leaves, which diminishes the comfort of visitors.
3) Security Aspect: there is no adequate security system in place for visitors.
4) Human Resources and Local Economy Aspects: MSMEs (Micro, Small, and Medium Enterprises) in the vicinity of the tourist area remain underdeveloped, meaning the economic potential derived from tourist visits has yet to be fully optimized by the local community.
5) Promotional Aspect: a lack of branding and publicity activities has resulted in Batunggulung Beach remaining largely unknown to tourists outside the Kajang area.

This finding is consistent with the results from the research on Kalanganyar Village, Sidoarjo. In addition, the attractive tourism potentials have not developed optimally because there was a lack of facilities and infrastructure arrangements, and a lack of digital branding. The above-mentioned issues illustrate that natural potentials require supporting through proper management and suitable branding strategies to become recognized and grow into a tourist destination.

Students from the 79th batch of the Community Service Program (KKN) at UIN Alauddin Makassar have addressed the lack of promotion and knowledge about Batunggulung Beach as a tourist spot by carrying out a branding project on the beach. There are two main parts to the branding project; one part is to produce digital promotional materials and the second part is to make a documentary video. Digital promotional materials highlight the beauty of the beach's environment, such as the interesting rock formations, the long lines of coconut palms and the quiet, clean environment. The documentary video will explore the history of the name "Batunggulung" and "Maleleng" and how those names relate to local knowledge. It will also show some examples of how KKN students worked together with the local community.

This branding strategy is in line with the perspective of Mustari et al. (2021) which claim that the design of a beach tourism destination brand is an important basis for differentiating and marketing a tourism destination with its unique attractions while influencing its image

towards visitors. The last approach, a digital content and documentary-based one, used by the 79th batch of UIN Alauddin Makassar community service program (KKN) students also aligns with findings from Riangsunge Beach's case that utilizing a combination of four promotional strategies social media communication and word-of-mouth communication was effective for slowly improving tourist interest.



Figure 2. The Community Service Program Documentation

In conclusion, the sustainability of branding in the long term cannot depend on short term activities of the Community Service Program (KKN). Umar et al. (2023) state that the successful development of rural tourism branding depends on the involvement of many different parties; such as local leadership initiatives, the support of the local government, active participation of the local community and the creation of landmarks which help define the destination. Therefore, the branding process started by the 79th KKN student group of UIN Alauddin Makassar needs to be continued by the Pantama Village government and the local community. These activities will include the formation of a Tourism Awareness Group (Pokdarwis), organizing waste management and security systems, empowering local micro, small and medium enterprises (MSMEs) so that the economic benefits generated from tourism can be enjoyed by the community over time. The branding efforts of the 79th cohort of UIN Alauddin Makassar KKN (Community Service Program) students can be seen as an important first step in promoting Batunggulung Beach to a larger group. To provide for long-term benefits, there needs to be a partnership between the students, the village government, and the community to together manage, maintain, and promote the identified tourism potential.

The results of evaluating the activity indicate that the branding campaign was positively received by the project partners. The Pantama Village government as well as the local communities' leaders expressed their acceptance towards the documentation and promotion of Batunggulung Beach as an initiative of the KKN students (community service program). Prior to the KKN students' work, there were no systematic branding efforts made for Batunggulung Beach. Additionally, the digital promotions and documentary film generated a greater amount of exposure for Batunggulung Beach to individuals who do not reside within the Kajang Region; evidence of such is demonstrated through a rise in interest and inquiries

about the location of Batunggulung Beach and how to get there after the content was published.

Despite the success of implementing these activities, there were still some obstacles that the Pantama Village Government had to overcome. The most significant obstacle to success was the time constraints of the KKN program. Due to the limited time frame of the KKN program, the Pantama Village Government could not cover all aspects of the branding initiatives. Some examples include providing training on how to use social media for marketing purposes for the Pantama Village community, and establishing a formal tourism awareness organization called Pokdarwis. There were other obstacles that the Pantama Village Government experienced during the KKN program. These obstacles included slow internet connection at the location, which made it difficult to upload content in real-time; and the lack of written commitment by the Pantama Village Government to manage the branding initiatives after the completion of the KKN program. In order to solve these issues, the Pantama Village Government received all documentation materials and content developed by the KKN students. This enabled the Pantama Village Government to continue developing and expanding the branding initiatives on its own. Additionally, the KKN students created a set of written recommendations for continuing to manage tourism development within the Pantama Village.

4. Conclusion

With reference to the findings from community service initiatives, there is evidence to suggest that Batunggulung Beach in Pantama Village, Kajang District, Bulukumba Regency, has a great deal of potential for marine tourism. The natural beauty of Batunggulung Beach, including the color variations in the sand, row upon row of coconut palms, naturally formed rocks, and clear and quiet seawater; clearly indicates this. Furthermore, Batunggulung Beach also benefits from historical value and local knowledge; these values can be found within the explanation of the name "Batunggulung" as well as the name "Maleleng Area," both of which relate to traditional fishing methods used by the Kajang people.

However, there are still numerous challenges regarding the development of Batunggulung Beach, such as inadequate road infrastructure, incomplete sanitation facilities, no official managing body (Badan Usaha Milik Daerah -BUMD), poorly-developed local MSMEs and lack of promotion or branding this destination. Following up on these problems, the students of KKN UIN Alauddin Makassar 79th batch took branding actions through digital promotion and produced promotional video lists about documenting the natural beauty and historical value of the beach. This initiative has also been successful as an introduction to Batunggulung Beach on a larger scale.

In order for this branding program to provide a lasting effect, it is suggested that the Pantama Village government, in conjunction with the local population, create a tourism awareness organization (Pokdarwis), improve the administration of cleanliness and security within the region, enhance road infrastructure, and promote the development of local micro, small and medium enterprises (MSMEs). The ability for college students, the village government and the local population to collaborate will determine whether or not the tourism

opportunities associated with Batunggulung Beach can be developed to its full potential and maintained over time.

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