




# Village Tourism Marketing from an SDL Perspective Based on Local Wisdom: Durian Bangunkarya Festival

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**Abstract.** This study aims to fill the knowledge gap on landscape quality management of durian festival event services to encourage the growth of tourism villages. Data from the population of destination development actors involved in the event were collected through interviews and documentation using the Service-Dominant-Logic concept. Village heads, Pokdarwis, local community groups, and outsiders were the resource persons. Interactive models are used to analyse data, starting with data collection, condensation, display, and making inferences. The results showed the social character of the destination service landscape design to the advantage of the absolute value of the location based on local wisdom and culture. The study's findings show that local communities and tourism awareness groups have adopted all eight parts of the SDL concept for destination marketing. Customers are treated internally by the administration of Desa Wisata Bangunkarya while still developing cultural values and local wisdom. It was supported by customer engagement since the establishment of the tourism village to ongoing development through the provision of durian agrotourism products, homestays, durian trade rest areas, and durian heritage forests. The authenticity of this research lies in the concept of quality of the service landscape.

**Keywords:** Character, Marketing, Service-Dominant Logic, Tourism.

## 1 INTRODUCTION

A new paradigm in destination marketing is the Service-Dominant-Logic system approach to building tourism cities through service exchange. Evolving to the New Dominant Logic for Marketing is where the Service-Dominant Logic first occurs [1]. Due to the change in marketing perspectives based on communicated cultural wisdom, cultural values shifted from microeconomic thinking marketing management to the synergistic formation of services. Hence, the background of the dominant services logic emerged as a new paradigm.

The knowledge conveyed by the logic of marketing emphasises the superiority of services over products when viewed from the point of view of marketing cultural objects. According to [1], the core principle of the dominant logic of services is that "services are the essential basis of exchange," which explains that creative economy trade strongly emphasises services in transactions. To ensure that goods serve only as a mechanism of exchange, the process of economic exchange must benefit each party through

marketing communication skills and expertise. This process introduces a distinction between service in the conventional sense and service in the context of contemporary ideas about the dominant logic of service.

In contrast to the notion of service-dominant logic, which refers to physical outputs and discrete transactions to the idea of marketing, service-dominant logic thinking has emerged and seems to highlight intangibility, exchange processes, and connections as important aspects [2] so much so that it is clear how the Service-Dominant Logic approach adapts traditional marketing ideas to see the client as an integrated element of the destination environment.

Generally, local farmers in Bangunkarya Village have durian gardens in their respective plantation locations. A wide range of additional agricultural goods is also available through agrotourism. In addition to the operation of planting durian on unused land, maintaining durian orchards, paying attention to durian fruit that is still on the tree, and harvesting and selling durian fruit using a one-stop sales collection system, rural areas offer nature's educational gems about old durian trees. Generally, local farmers in Bangunkarya Village have durian gardens in their respective plantation locations. A wide range of additional agricultural goods is also available through agrotourism. It can be seen that the collaboration process of tourism-conscious groups in Bangunkarya Tourism Village still requires modern knowledge and technology. So, based on the issues raised, this study aims to describe the extent to which Agowisata Durian Tourism Village has applied the concept of marketing development in accordance with the perspective of Service-Dominant Logic.

## **2 METHODS**

This research uses a qualitative approach that allows the acquisition of fresh concepts for exploratory research [3]. In accordance with the phenomena experienced holistically, research findings and understanding by research subjects will be expressed in simple words and sentences and guided into the natural context by utilising various natural ways [4]. The focus of the study seeks to limit the research and to meet the criteria of inclusion-exclusion of information while in the field, therefore the variables analysed are limited to that emphasis. As a result, the research topic in this study was chosen according to the marketing concept from the point of view of Service-Dominant Logic. Resource operants, resource search, services and experiences, value strategies, dialogue, value creation networks, exchange as learning, and collaborative marketing comprise the eight components of the Service-Dominant Logic approach.

### **2.1 Data Analysis and Findings Validity**

The data analysis technique used in this research is interactive model data analysis. Interactive model data analysis is helpful for analysing data obtained since the beginning of the research. Data analysis has been started since preliminary observations, interviews, until conclusions are obtained. Data analysis activities start from Data Collection to Data Condensation, Data Display, and Conclusion Drawing/Verifications.

### 3 RESULTS AND DISCUSSION

#### 3.1 General Characteristics of the Bangunkarya Tourism Village Research

"General Characteristics of the Bangunkarya Tourism Village Research" The research results report on the general traits of the Bangunkarya Tourism Village offer insightful information about this distinctive tourist attraction. This unique tourist location is the subject of a research findings report on the general characteristics of the Bangunkarya Tourism Village. The study emphasises the Bangunkarya Tourism Village's diversity and richness, which spans a range of geographic and cultural regions. A variety of distinctive features that the Bangunkarya Tourism Village has to offer make it an alluring tourist destination. The research findings report highlights the fact that the Bangunkarya Tourism Village was created based on the community's singularity, emphasising natural resources, agricultural or fishing pursuits, cultural heritage, traditional architecture, local knowledge, traditions, customs, and other allurements [5]. The research results also show numerous potential areas for tourist growth at the Bangunkarya Tourism Village. These potential niches include agrotourism, marine tourism, food tours, cultural tourism, and creative tourism. The research findings report emphasises how crucial it is to keep the biodiversity in the Bangunkarya Tourism Village, especially in light of the mangroves and their dual advantages to the local population. The research findings report also highlights the Bangunkarya Tourism Village's direct interaction between hosts and visitors, which fosters a setting that captures the natural charm of the countryside. The research findings report also highlights the significant involvement of rural people in tourism-related customs and ways of life. The paper also emphasises the Bangunkarya Tourism Village's significant cultural and educational components, which raise the value and originality of the travel experience.

The research findings report also highlights the significance of tailoring Bali's tourism village development, particularly the Bangunkarya Tourism Village, to each location's potential and distinctiveness [6]. The tourist villages can then support and complement Bali's general tourism development.

An advanced-grade tourism site is located in Bangunkarya Village. Since around 400 years ago, the village region has been recognised for producing durian fruit, and nowadays, it can sell more than 2,000 durians daily. However, the inhabitants who grow durian among the sellers have not discovered that every durian sold originates from the village of Bangunkarya. After learning about these discoveries, the locals decided to host a durian fruit celebration event.



Fig. 1. Durian Festival Event.

Figure 1 shows the durian festival event at a mountainside rest area. The Pangandaran Regency's regional head attended the inaugural Durian Festival, which was quite packed and attended by foreign tourists.

A historical account of how the area came to be known for growing the highly prized durian tree is needed, per the description of the data source provided above. As a result, the study's main focus is historical research.

Primary data that was observed and documented as unmistakable proof of the presence of durian trees and information obtained directly from locals served as the foundation for this study. Then, it is backed up by secondary information from historical books regarding Kampung Durian Bangunkarya.

After a long travel from Bandung, we arrived at the Wista Bangunkarya Village Homestay around 16.00 WIB. We were greeted with smiles by the homestay management, the Pokdarwis head, and the Bangunkarya Hamlet head while enjoying durian from the nearby plantation. The researchers and representatives from the village and the local tourism industry met to discuss plans for study activities the following day. While the taste of Bangunkarya Durian and the Bangunkarya Tourism Village Homestay and dinner.

We prepared to conduct a field survey and gather research data after breakfast on Tuesday, May 30, 2023, at 08:00 WIB. When travelling around 5 KM from the homestay location to the durian plantation, which the Pokdarwis run, cross an open field in the middle of the road.

On Tuesday, May 30, 2023, at 08:00 WIB, we prepared to conduct a field survey and gather data before breakfast. The Bangunkarya Durian Festival Event will be held there in June 2023. It is around 5 KM from the homestay location to the durian plantation operated by the Pokdarwis. As you cross an open field in the middle of the forest, they advise you that this is the spot.

When we got to the durian plantation that was being jointly managed, we looked at how their cooperation had been carried out using local knowledge and demonstrating concern for one another's development in order to profit from the administration of the Bangunkarya durian plantation. We looked into ways to take care of durian trees and the fruit already on the tree.

As one of the research's sources, the Head of the Hamlet provided details on how the durian tree in Cisangkal village came to be, how it was kept, and how it was turned into a Bangunkarya durian plantation.

The hamlet leader uses one method of keeping durian fruit in their group by tying durian fruit to the branches of the durian stem to prevent the fruit from dropping and safeguard it from rats in the durian tree.

The durian fruit was then carefully removed from the tree by a Pokdarwis officer who had ascended the durian tree with a long rope.



**Fig. 2.** Forest Durian Garden.

In the Forest Durian Garden, see Figure 2. We surveyed the durian forest, where ancient durian is located, and we picked durian to taste with durian growers.

After completing the durian fruit harvest, we returned to the festival's activities site to gather information about how to organise a sizable event to promote West Java's Bangunkarya Durian in the public eye.

The researchers were then allowed to explore Durian plantation tourist attractions in the Langkaplancar District, including those ready for harvest and those where Durian seeds would be sown. The residents of Bangunkarya Village, along with residents of adjacent villages, exhibit excitement for maintaining the legacy of the Durian plantation using both conventional and contemporary techniques. In addition, the neighbourhood is attempting to construct kiosks or tourist attractions near the durian plantations. The researchers were then given the opportunity to explore Durian plantation tourist attractions in the Langkaplancar District, including those that were ready for harvest, as well as those where Durian seeds would be sown. The residents of Bangunkarya Village, along with residents of adjacent villages, exhibit excitement for maintaining the legacy of the Durian plantation using both conventional and contemporary techniques. In addition, the neighbourhood is attempting to construct kiosks or tourist attractions near the durian plantations. The Durian plantation's location is intended to develop into a popular tourist destination for the local populace and the village's crossing so that the general public will be informed about the location of the Bangunkarya Tourism Village by the knowledge gained by locals travelling through the area.

According to the research, the Bangunkarya Tourism Village has the potential to develop into an agro-tourism destination that offers guests a clean, welcoming environment and agricultural products to enjoy. In addition to being close to the settlement, West Java's Pangandaran beach is another popular tourist site in the area.

### 3.2 Resource Search

The Bangunkarya Village profile of Durian Purba management resources possess traditional agricultural scientific skills taught from an early age by generation after generation, giving a special significance that yields high-quality and well-maintained fruit. In addition to preserving the Ancient Durian tree's location in a pristine and lovely forest, they routinely fertilise the durian tree and remove any little plants that have grown on its branches.

According to the names given to durian fruit thus far—namely, Sipiit durian, Sitonggoh durian, Sikunir durian, and Sikerah durian—it has varied flavours and shapes. Management resources provide reliable information on durian naming and high yields from generation to generation. Even the supervisors of the durian gardens are managed cooperatively and in a successful collaboration. Every durian fruit still hanging from the tree branch is tied to the branch before it falls ripe for resource development for members of the Bangunkarya agro-tourism village management. As a result, the fruit that would otherwise fall because it is ripe stays hanging on the branch. Managers can tie durian fruit to their branches while seated or holding the tree they use for support. As seen in the accompanying image, the expertise and bravery required to tie fruit to a tree effectively are also demonstrated.

### 3.3 Service Character and Experience

The interaction between product managers and customers is the main focus of the service concept [1] which concentrates on providing service and experience for consumers because the business does not prioritise one product or service. Since they complement one another, both are given importance in the Bangunkarya Village agrotourism sector. However, Mr. Hariyono's statement implies that customers should have access to knowledge and expertise.

Services and experiences for clients visiting tourist villages are realised by providing various durian fruits in line with consumer demands and wishes. Similarly, the education provided in the Agrowista community resulted from choosing the customer's decision. The manager also talks about how agrotourism is unique and how it may be appreciated through paid and unpaid educational durian-eating excursions and free educational tours of durian gardens. Visitors can enjoy the area around a durian tree garden and self-guided tours by asking the management to choose a durian from a tree while they are there. All visitors, including both group tourists and lone travellers, are bound by this idea.

In order for the marketing strategy of providing services based on the history of durian Purba in the village to leave a lasting impression on each client, making them the target of information marketing about durian Bangunkarya, raising awareness of the Bangunkarya Durian Fruit is necessary, according to the ultimate objective anticipated by the residents of Bangunkarya village. In this case, customer experience must be incorporated by village tourist management and awareness groups in order to create new value. To do this, they must refrain from openly making consumers the target of product promotion and instead concentrate on providing beneficial experiences and learning

opportunities catered to their requirements. As a result of interviews with various informants, aspects of service contain an overview of the core concept of service.

### **3.4 Character Strength**

According to the Service-Dominant Logic point of view, the recipient determines the value of a good or service, whereas a corporation can only offer a value plan [1]. When an agrotourism manager's values are character-enhancing and advantageous to visitors, character values can turn into values. Cultural character traits are also shown by putting the consumer in the same position as the management. Customers are not only buyers or sales targets but also collaborators and integrators in developing culturally relevant personalities.

The study's findings suggest local cultural characteristics can encourage managers and visitors to communicate sensibly. Even though an old method of bidding is still employed for new products or services

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### **3.5 Character Value**

According to the Service-Dominant Logic viewpoint, the recipient sets the value of a good or service, in contrast to the business, which can only supply a value plan [1]. Character values can be realised into values when the agrotourism manager's values give both character values and are useful to users. Another illustration of cultural character values is putting the customer in the same position as the management. Instead of just being purchasers or sales targets, customers participate as partners and integrators in creating culturally valued identities.

The study's findings show how distinctive local cultural elements can help management and visitors communicate sensibly. When a product or activity is in demand and demanded by clients, the management will make it happen even though there is still a prior bidding process for new products or activities through technology media. For instance, as part of the local community's Pokdarwis commitment, the UMKM group transforms processed durian products into diamonds and jam with a market value. To improve the reputation of Durian Bangunkarya, stakeholders, Pokdarwis, and customers work together to give attractive and promotional value containers.

### **3.6 Character Value Development Network**

The Wiata Awareness Group has a distinctive personality because it has evolved into a long-standing tradition for the neighbourhood. It manages the Bangunkarya village's agrotourism and offers educational services to Durian tourism communities and naturally occurring Durian plantations to achieve the anticipated character values while building a network for generating local knowledge. For instance, full qualification as an approved agrotourism location in accordance with tourism standards, better homestays, access to more beautiful and comfortable historical durian plantation regions, and availability of other daily necessities at the tourist village location.

### **3.7 Exchange Character as a Developmental Process**

The application of development through exchange, which aims to increase welfare and resource capabilities, involves all parties [1]. The way this strategy is used is tailored to the manager of the agrotourism village's perspective on the exchange process. Making the interchange a helpful process for developing learning and knowledge is the aim of DWB. The exchange being addressed here aims to recruit the assistance of local researchers and community service organisations who could provide coaching and learning inputs while attending an activity. Following interviews with numerous Pokdarwis managers, it was found that the village might become well-known as a tourist destination with the coaching and mentoring help of the NHI Bandung Tourism Polyechnic.

### **3.8 Character of Collaborative Marketing**

The marketing perspective approach, which uses customers as an intrinsic element of the marketing process, is built on the idea of Service-Dominant Logic, which was created through the company's cooperation with consumers. Customers are welcomed and included in the value-creation process with cultural and local wisdom characteristics to benefit all parties.

The findings of interviews with several managers of the Bangunkarya Tourism Village provide information on the effect of mentoring on the formation of a valuable character with members of the tourism awareness group, the local community, Durian farmers, and customers. This is because customers have a place to voice their ideas, suggestions, or complaints to be considered in the encounter processes to generate ideas for the Bangunkarya Tourism Village.

## **4 CONCLUSIONS**

In addition to bringing in visitors and enhancing the local economy, the festival highlights particular facets of regional knowledge and cultural heritage. It is essential to address environmental factors and employ eco-friendly procedures to protect the festival's long-term existence and influence on the city. These steps can reduce the festival's



detrimental environmental effects, and more environmentally responsible travel can be promoted. Environmental concerns should be prioritised to optimise the Durian Bangunkarya Festival's tourism potential and maintain its long-term existence. To accomplish this, festival organisers should collaborate closely.

Local communities can have their say heard and immediately benefit from the festival's positive social and economic effects by participating in its development and execution. The event should place much emphasis on promoting regional knowledge and cultural traditions. By doing this, the festival can attract visitors eager to learn about the customs and culture of the area while also encouraging a sense of pride and community among the locals.

Festival Bangunkarya Durian demonstrates how regional expertise may be applied to boost tourism in rural areas sustainably.

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