

CREATION OF HUMAN RESOURCES IN THE FIELD OF SOCIAL MEDIA VIDEOGRAPHER TO SUPPORT THE PROMOTION OF AGRO- TOURISM PARK A THOUSAND FLOWERS IN RAYA VILLAGE, BERASTAGI SUB-DISTRICT, KARO DISTRICT

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Abstract. This service aims to create qualified human resources in the field of social media videography to support the promotion of Taman Seribu Bunga Agrotourism in Raya Village, Berastagi District, Karo Regency. This service proposes a service method that involves intensive training and field practice for participants. The steps to be taken in this service include identification of the need to promote Taman Seribu Bunga Agrotourism through social media, detailed activity planning, development of comprehensive training materials, implementation of interactive and practical training, field practice at Taman Seribu Bunga Agrotourism, evaluation of participants and their work, and dissemination of results through social media. During the training, participants will gain knowledge about videography, shooting techniques, video editing, and marketing strategies through social media. They will also practice creating attractive and effective promotional videos for Taman Seribu Bunga Agrotourism. The result of this service will be an increase in participants' skills in the field of social media videography, which will help improve the promotion and attractiveness of Taman Seribu Bunga Agrotourism. The results of the participants' work will also be disseminated through social media to reach a wider audience. This activity aims to provide long-term benefits by creating competent human resources in the field of videography and marketing through social media, as well as increasing the promotional carrying capacity of Taman Seribu Bunga Agrotourism in Raya Village.

Keywords: agrotourism, tourism promotion, taman seribu bunga.

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1. Introduction

The creation of Human Resources in the field of Social Media Videographer to Support the Promotion of Agritourism refers to the need for professionals who are skilled in creating interesting and effective video content to promote Taman Seribu Bunga agritourism in Raya Village through social media. Agritourism is a tourism sector that focuses on agricultural activities and falls into the category of creative agro-industry. The general purpose of agritourism is to provide visitors with an educational tourism experience in introducing agricultural processes, learning about agricultural products, and promoting the natural beauty

of the countryside.

The specific objective is to minimize the problems that often occur in the agricultural sector, namely the high control of farm brokers or middlemen in determining the price of agricultural products. It is believed that the middlemen have a market of buyers who can deliver agricultural products. Because the middlemen are connected to the market, understanding the field conditions is a very favorable knowledge for the middlemen in controlling the price of farm produce, this knowledge is not owned by farmers, because farmers tend to be skilled at managing their crops, not the market transactionally. This is where the positioning of agritourism activities lies, namely, farmers can directly control the calculation of the price of farm produce against the selling value. Agritourism is believed to be a solution to bring buyers and farmers together directly with a more unique and humanist concept.

In today's digital era, social media has become a very effective tool for promoting tourism destinations, including agritourism. Video is one of the most engaging and popular forms of content on social media platforms such as YouTube, Instagram, TikTok, and Facebook. By using videos, agritourism can showcase natural beauty, agricultural activities, production processes, and other attractions to potential visitors in an engaging and informative way. 'Viral Power' is the keyword because many industries use social media as a tool for economic transactions to increase the sales value of goods and services. Based on the results of interviews with tourism actors who use social media actively, disciplined, and creatively; social media as a transaction tool and distribution of tour packages, can increase sales value above 30% after the COVID-19 pandemic.

However, creating quality videos that have 'viral power' requires specialized skills in videography and editing. It takes the ability to take interesting pictures, edit videos, and choose appropriate music and narration. For this reason, it is important to create skilled human resources in the field of social media videographers to support the promotion of agritourism. With skilled human resources in this field, agritourism can produce attractive and high-quality video content consistently. This content can be used to build a strong online presence through social media platforms, attract the attention of potential visitors, and increase their interest in visiting agritourism.

Thus, the creation of human resources in the field of social media videographers can provide important support for the promotion of agritourism. This situation is a dilemma for the community or BUMDES Desa Raya, namely: the pioneering of Taman Seribu Bunga initiated by BUMDES to increase the village's bargaining value in defining village independence and excellence. The creation of a thousand flower gardens makes the community directly involved in a risk-intensive economy and business problems. The risk of a village agro-tourism business with a village budget, which is managed by villagers who are elected either professionally or politically, as well as the pessimism of the community to see agro-tourism as a solution or a way out of farming product transactions (which is the main problem solving with middlemen at this time), makes this business get support and opposition internally by the village like a vicious circle that is endless to discuss.

The real solution that can be given to stop the above problems is by proving that the thousand flower garden (at least as a first step) can bring tourist visits. With the first step running, namely the presence of tourists who are in direct contact with the community, it will certainly significantly increase the trust and support of residents that agritourism in its first step is the right solution in selling farm products creatively and humanistically directly to buyers, namely tourists. Then, the next step is how to implement the planned solution to achieve the tourist visitation goal as expected. Therefore, the solution lies in improving the promotion system through a large, creative, structured, and proactive news expansion approach. To execute this tactic, special skills are required so that the positioning and branding image of the tourist location is created in the minds of tourists. This skill is not owned at all by the management of Taman Seribu Bunga, namely BUMDES and the community. Moving on from this situation analysis, this community service is proposed to the University of North Sumatra through the Institute for Community Service (LPPM-USU) The problem faced is the low understanding and skills that exist in the field of making video content for social media. In general, the majority of Raya villagers realize the importance of utilizing social media to increase product sales, but they have difficulty in determining the type of equipment to buy, how to use it, maintain it, and how to develop a compelling narrative through the visual content they present to tourists through social media.

Another problem is the significant lack of understanding and skills in social media management, especially in the context of promotion through platforms such as Facebook, Instagram, TikTok, and YouTube. Social media can go viral, which in turn can have a positive impact on the attraction and decision of tourists to visit a tourist spot. However, achieving this level of virality involves specific strategies that are currently still poorly understood by the Raya Village community, especially by those involved in the

Village-Owned Enterprises (BUMDES). Addressing these two issues will be the main focus of this service, by providing in-depth training on video content creation for social media and effective social media management through various platforms. By doing so, it is hoped that the understanding and skills of the Raya Village community in these key aspects can improve, contributing to more effective promotion and more skillful use of social media to support the growth of Taman Seribu Bunga Agrotourism.

2. Method

Community service activities at Taman Seribu Bunga Desa Raya, Karo Regency, involve a series of important stages, including initial studies, needs identification, problem formulation, activity planning, development of training materials, training implementation, field practice, evaluation, feedback, and dissemination of results. The service team will start with an initial study and identification of the promotional needs of Taman Seribu Bunga Agrotourism in Raya Village by working with related parties and the Agrotourism manager. They will identify challenges faced and needs in terms of videography skills and marketing through social media.

Based on the results of the initial study, the service partners needed training that involved six stages. The first stage is activity planning, which includes the training schedule and objectives to be achieved, such as improving videography skills and understanding marketing through social media. Training materials will be developed comprehensively, covering various aspects such as basic knowledge of videography, shooting techniques, lighting, composition, video editing, and marketing through social media. These materials will be enriched with practical examples relevant to Taman Seribu Bunga Agrotourism. The implementation of the training will be the next stage, with participants equipped with the required equipment and tools, such as video cameras, lighting equipment, video editing software, and internet access. They will be taught videography techniques, effective shooting, video editing, and the use of social media platforms for promotion.

participants will conduct field practice at Taman Seribu Bunga Agrotourism, where they will create a promotional video based on the material they have learned. The facilitator will provide constructive feedback and help participants overcome obstacles that may arise during the field practice. The next stage is evaluation and feedback, using appropriate evaluation instruments, such as a participant satisfaction survey or an assessment of the quality of the videos produced. Then, there will be a feedback session where participants can share their experiences and lessons learned, and receive constructive feedback to improve their skills. The results of the training will be disseminated through social media by uploading promotional videos produced by participants to the Taman Seribu Bunga Agrotourism platform, as well as involving participants in marketing efforts through social media by sharing videos with their friends and family. With the completion of all stages of service, partners will gain relevant skills in the field of Social Media videography to support the promotion of Taman Seribu Bunga Agrotourism in Raya Village, Karo Regency. This is expected to provide significant benefits to the local community.

3. Results

Community service activities at Taman Seribu Bunga Desa Raya, Karo Regency, involve a series of important stages, including initial studies, needs identification, problem formulation, activity planning, development of training materials, training implementation, field practice, evaluation, feedback, and dissemination of results. The service team will start with an initial study and identification of the promotional needs of Taman Seribu Bunga Agrotourism in Raya Village by working with related parties and the Agrotourism manager. They will identify the challenges. faced and needs in terms of videography skills and marketing through social media. Based on the results of the initial study, the service partners need training that involves six stages. The first stage is activity planning, which includes the training schedule and objectives to be achieved, such as improving videography skills and understanding marketing through social media. Training materials will be developed comprehensively, covering various aspects such as basic knowledge of videography, shooting techniques, lighting, composition, video editing, and marketing through social media. These materials will be enriched with practical examples relevant to Taman Seribu Bunga Agrotourism. The implementation of the training will be the next stage, with participants equipped

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4. Conclusion

Based on the discussion above, then could take the conclusion Among other : 1) Communities and managers do not fully understand the great potential that video content has in promoting tourist destinations due to the lack of video-making techniques such as tools. 2) The importance of social media as a promotional tool such as Facebook, Instagram, TikTok, and YouTube which are effective platforms for reaching potential tourists. 3) Collaborating with experienced social media professionals can be a great way to design effective promotional strategies and create more engaging video content.

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