

Optimizing Social Media and Photography as Weaving Promotion Media to Support Air Batu Tourism Village

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Abstract

The Geopark Weaving Group is a business located in Air Batu Village. This weaving group supports the tourist village by continuously developing its products. The obstacles faced were that the group did not yet have a social media account and was not yet able to create attractive product photography. The purpose of this community service was to improve marketing by focusing on the implementation of social media applications and product photography. The application of this technology is expected to increase promotion and expand the market and support the tourist village. After the community service, the weaving group has a social media account and is able to create attractive product photography, although it is still in the learning stage. The group is very pleased with the assistance of KKNT students in supporting the Air Batu tourist village. In addition to activities from the community service program, the students also participated in activities carried out by the village community, teaching at schools, integrated health posts (posyandu), and art. The methods used in this community service are lectures, discussions, and training. It is hoped that partners will cooperate and be active during the community service implementation so that the predetermined goals are achieved.

Keywords: Geopark, Product Photography, Promotion, Social Media, Weaving Group

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INTRODUCTION

Air Batu Village, one of the Integrated Laboratory Villages of the University of Jambi, forms part of the development of the Merangin Geopark tourism area. Air Batu Village is situated in Renah Pembarap Sub-district, Merangin Regency, Jambi Province. Air Batu Village is a remote village located on the banks of the Batang Merangin River; it has a population of 1,128, the majority of whom are farmers. Air Batu Village is home to numerous geological sites, as well as a rich variety of fauna and flora, making it a key area for the development of the Merangin Geopark (Rahman et al., 2025; Hapsara & Ahmadi, 2022).

The community partnership involves a group of weavers in the village of Air Batu Merangin. To promote the development of the village as a tourist destination, the local women are participating by producing woven crafts made from pandanus, rattan and bamboo (Wibowo et al., 2019). This weaving craft has long been preserved.

However, the group was formed in 2022. The group consists of 10 craftspeople: Meri, Dani, Martius, Subainah, Yusmaini, Hairroh, Irza, Sumirni, Ramaiha and Kemah. The products produced include various types of bags, tissue holders, wallets and others. Marketing is carried out simply within the immediate local area and at events organised by relevant government departments (Wan et al., 2022). This weaving business faces challenges, including marketing and product photography. Online marketing can expand the market, meaning products are not limited to being purchased only by people in the immediate vicinity of the business (Deb et al., 2024; Felekoglu et al., 2024).

This weaving group still uses traditional methods; online marketing has not yet been implemented due to limited internet access (Imanova, 2023; Sharma & Sharma, 2024). In mid-March 2024, internet access was finally introduced to Air Batu Village. Digital marketing for products in the tourist area needs to be optimised in order to boost the performance of the tourist destination (Armutcu et al., 2023). Attractive product photos are also essential when uploading to social media, as they ensure the product looks good and catches the consumer's eye (Zheng et al., 2024; Simarmata et al., 2024). Furthermore, as noted by Deb et al. (2024), supporting training activities requires proper equipment such as suitable smartphones to facilitate account creation and product photography, as seen among members of the Geopark Weaving Cooperative in Figure 1 and during the process of product making by artisans in Figure 2.



Figure 1. Geopark Weaving Cooperative



Figure 2. The Process of Product Making by Artisans

Based on [Figure 1](#) and [Figure 2](#), the visual documentation highlights both the community-based framework of the weaving cooperative and the meticulous manual techniques practiced by local artisans. [Figure 1](#) captures the active engagement of cooperative members gathered for the digital literacy and photography readiness program, demonstrating strong social capital that serves as a foundation for collective online branding. Meanwhile, [Figure 2](#) illustrates the traditional craftsmanship involved in transforming local raw materials into finished products. The intricate manual labor shown here emphasizes why high-quality, visually appealing product documentation is critical; capturing these items effectively will help bridge the gap between traditional rural craftsmanship and modern e-commerce markets, thereby expanding consumer reach and supporting sustainable tourism development in Air Batu Village.

Partner Issues

The following are the issues identified in this community service project:

1. The Geopark weaving cooperative does not yet have social media accounts for marketing its products
2. The craftspeople are still unable to produce attractive product photographs
3. There are currently no facilities available for training the cooperative in setting up social media accounts and taking product photographs.

Solutions

Based on the issues at hand, the solution is:

1. The solution to the fact that the Geopark basketry cooperative does not yet have social media accounts for product marketing is to provide training on setting up social media accounts for the basketry craftspeople.
2. The solution to the fact that the weavers are still unable to produce attractive product photos is to provide training in the use of the Canva app so that the product photos become more appealing.
3. The solution to the lack of resources for training on creating social media accounts and taking product photos for the group is the provision of smartphones suitable for creating social media accounts and taking product photos.

METHODS

The methods used in this community service project were lectures, discussions and training sessions.

Stages of Community Service Implementation

The stages in this service are as follows:

1. Preparation phase. The community service team carried out preparations by identifying the partner's issues through communication with the village head and the partner's chairperson (Adewunmi et al., [2023](#); de Amorim et al., [2024](#)). Planning and collaboration with the partner (Rodríguez-Zurita et al., [2025](#)). Planning included the activity schedule, implementation methods and evaluation (Acharya & Scott, [2022](#)). Collaboration with the partner to ensure the activities ran smoothly

2. The activities were carried out using the following methods:

- Presentation of material. The material presented covered the benefits of digital marketing (social media), the importance of attractive photographs, and how to use the app correctly.
- Discussion. Participants were given time to ask questions regarding the material presented.
- Training. The training provided covered how to create social media accounts and take attractive product photographs.

Partner participation in the implementation of community service

Partner participation involves providing a venue and actively participating in the community service process, right through to the evaluation of the results of the activities carried out (Perevozova et al., 2022; Jordaan & Mennega, 2022). Furthermore, to ensure the smooth running of the community service programme, participants should work together to achieve its objectives (Mangai et al., 2024; Mariani et al., 2022). The participation of partners in the community service activities is vital to ensuring its success and a lasting positive impact (Leal Filho et al., 2024; Jatobá et al., 2023).

Evaluation of programme implementation and programme sustainability in the field once the activities have been completed

The evaluation was carried out whilst maintaining communication with partners regarding the benefits of the community service activities undertaken; where shortcomings were identified, these were addressed through improvements to ensure that the community service activities could benefit the craftspeople (Daraio & Vaccari, 2022; Abidin, 2024). Following the completion of the community service programme, the evaluation process continues through coordination with the partner organisation to ascertain how the outcomes of the community service have been implemented (Sondari et al., 2025).



Figure 3. Stages of Community Service Activities

RESULTS AND DISCUSSION

Ten students arrived at the community service placement site to participate in the KKNT MBKM program on August 16, 2024. The students carried out the community service programme for two months, until 17 October 2024. The community service began by explaining how to manage social media accounts and the basic techniques of product photography to the women of the woven craft group, using simple language so that it was easy to understand. This community service successfully provided the resources and training needed to help the group manage social media and product photography, as previously this Geopark Woven Craft business group had not been fully equipped with knowledge regarding marketing and product photography.

The activities carried out during KKNT were:

1. The community engagement activity carried out was a training session on creating social media accounts. This activity was attended by the basket-weaving group.

This geopark basket-weaving group usually employs simple marketing methods, such as selling their products in the immediate local area and participating in local government events. Although the basket-weaving group already has social media accounts to market its products, structured guidance and assistance were necessary to optimize their digital presence, as demonstrated during the training session on creating social media accounts illustrated in [Figure 4](#).



Figure 4. Training on creating social media accounts

Based on [Figure 4](#), the training activity involved close interaction and active collaboration between the community service team and the local basket-weaving artisans. This session focused on guiding the participants step-by-step through setting up and optimizing their digital storefronts and social media profiles. By providing direct assistance, the program ensures that the craftspeople can independently manage their online accounts, transition from traditional local selling methods to digital marketing, and ultimately expand their market reach to a broader consumer base.

2. To support the potential of the village as a tourist destination, the Geopark weaving group received training on techniques for taking aesthetically pleasing product photographs.

The training took place on 5 September 2024 at Mrs Meri's home, and the participants were women weavers. This training is important to ensure that woven products made from pandanus, rattan, and bamboo such as bags and purses which have a higher visual appeal, as demonstrated during the product photography training session presented in Figure 5. It is hoped that the active involvement of partners in this activity will help to enhance the appeal of the area as a tourist destination through local craft products.



Figure 5. Product Photography Training

Based on Figure 5, the practical result of the product photography training is evident in the polished presentation of the woven bags showcased on social media (such as the Instagram account @geo.gallerymerangin). The image highlights how proper framing, outdoor lighting, and effective product positioning can significantly elevate the aesthetic value of traditional handicrafts. By capturing the items in an attractive, professional manner, the artisans are better equipped to market their goods online, attract a wider consumer base, and ultimately strengthen the digital presence and economic sustainability of the Air Batu tourist village.

3. Support for setting up a group weaving gallery

The proposal initially put forward was for assistance in the form of smartphones; however, during the project, the members and chairperson of the weaving group requested a change, namely that the smartphones be replaced with the creation of a gallery to display their products, as documented alongside the KKNT team in Figure 6.



Figure 6. Support for the creation of a group gallery of woven crafts

As visually represented in [Figure 6](#), the shift in assistance from smartphones to the construction of a physical gallery and the provision of a manual sewing machine proved to be more effective in accommodating storage and marketing constraints for local woven products. Furthermore, the social media and product photography optimisation programme has successfully addressed the challenges faced by the Geopark weaving group. The creation of social media accounts and the improvement in the quality of product photographs have helped to maximise marketing efforts, whilst the provision of training facilities has ensured that digital promotion management skills can be maintained on a sustainable basis. These measures have not only had a positive impact on increasing craft sales but have also played a key role in supporting the development of Air Batu Tourism Village as a leading tourist destination in Merangin Regency, Jambi Province.

CONCLUSION

The Geopark Weaving Group is one of the businesses based in Air Batu Village. This weaving group supports the tourist village by continuously developing its products. Following the community service programme, the weaving group has set up social media accounts and is able to produce attractive product photographs, although they are still learning. The weaving group is very pleased with the assistance provided by the KKNT students in supporting the Air Batu tourist village; in addition to activities from the student community service programme, they also participate in activities organised by the village community, such as teaching at schools, health posts, arts and crafts, and so on.

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DECLARATIONS

- Author Contribution : N: Conceptualization, Project Administration, and Methodology;
ST: Supervision, Validation, and Resources;
SR: Formal Analysis, Investigation, and Data Curation;
R: Methodology and Writing – Original Draft Preparation;
NE: Writing – Review & Editing and Visualization.
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