

Optimizing the Potential of Dampar Beach through Tourism Development, Digitalization, and MSME Empowerment in Dampar Hamlet, Bades Village, Lumajang Regency

Fifin Alfiatur Rohmah^{1*}, Nur Khasanah², Abdur Ro'uf³, Emmy Ermawati⁴

^{1,2,3,4} Faculty of Economics and Business, Institut Teknologi dan Bisnis Widya Gama Lumajang, Indonesia

ABSTRACT

Bades Village in Pasirian District, Lumajang Regency, holds significant economic development potential driven by tourism, Micro, Small, and Medium Enterprises (MSMEs), and digital technology advancements. Dampar Beach, noted for its natural beauty, was a key focus of the Student Community Service (KKN) program, as it offers great potential for further tourism development. However, realizing this potential faces several obstacles, including a lack of information about the site, inadequate management of information facilities, digital marketing challenges, unclear business legality, bookkeeping difficulties, and suboptimal use of digital payment systems. The KKN activities involved observation, mapping of existing potential and issues, mentoring, program implementation, supervision, and evaluation. Tourism-related initiatives included aligning the Dampar Beach location on Google Maps, launching the "Explore Dampar" campaign, updating maps and signage, and providing digital resources for tourists and local entrepreneurs. MSME-focused activities included guidance on online marketing and food delivery services, logo and packaging redesign, assistance with obtaining NIB (Business Identification Number) and Halal/P-IRT certifications, setting up digital cashbooks, integrating QRIS payments, and organizing an MSME bazaar. Meanwhile, digital initiatives focused on website creation and improving the village's social media presence. The program results demonstrated improvements in tourism information availability, MSME marketing, business legality, business digitalization, and village information channels. These initiatives can serve as a blueprint for the sustainable development of Dampar Beach and local MSMEs.

Keywords: Tourism, MSMEs, Digitalization.

*Correspondence:

Fifin Alfiatur Rohmah
(fifinalfiaturrohmah@gmail.com)

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1. INTRODUCTION

Boosting local economic potential is a crucial aspect of strengthening community capacity and enhancing a region's competitiveness (Virjan et al., 2023). Bades Village in Pasirian District, Lumajang Regency, possesses numerous opportunities for development—such as agriculture, fisheries, micro, small, and medium-sized enterprises (MSMEs), and tourism. While this diverse potential provides a foundation for economic growth, its utilization remains limited due to various constraints regarding infrastructure, operations, marketing, management, and institutional frameworks. This situation highlights the need for empowerment initiatives that can bridge local potential with the community's needs and technological advancements. This research is in line with Damayanti et al. (2026) Village tourism potential can be developed into

economic activities that contribute to increasing village income. The development of tourism businesses needs to be aligned with local potential and the economic opportunities available in the village (Purnomo & Purwandi, 2025).

One area of potential to consider during the KKN (Student Community Service) program is tourism, specifically at Dampar Beach. Dampar Beach possesses natural charm capable of attracting both domestic and international visitors. However, mapping conducted during the program revealed that the area's development faces several challenges, including inadequate site layout, insufficient tourism information facilities, and limited access to digital information at the location. Local culture can be developed into a tourism attraction through processes of preservation, packaging, and promotion that actively involve the community; developing culture-based attractions can enhance the destination's appeal while simultaneously strengthening the local destination (Slamet & Manurung, 2024). Consequently, tourism development relies not only on enhancing the site's appeal but also on providing location-related information and implementing promotional strategies that can reach a wider audience of potential visitors.

Digitalization can serve as a means to boost the tourism sector and various local economic activities. As part of the KKN (Community Service) program, digitalization efforts aim not only to promote Dampar Beach via social media and Google Maps but also to strengthen the village's information channels through a website and social media platforms. The use of digital media is expected to make it easier for both locals and tourists to access information while helping to showcase the area's tourism appeal to a wider audience. A village website can act as a strategic tool for highlighting tourism potential to the general public, as it provides easily accessible information on attractions, facilities, activities, and services for prospective visitors (Yuliansa et al., 2023).

In addition to tourism and digitalization, micro, small, and medium enterprises (MSMEs) are also a crucial component of community capacity building in Bades Village. Residents already operate various home-based businesses, such as making brown sugar, selling grilled fish, and frying banana chips. However, MSMEs still face challenges in promotion, business legality, product packaging, financial record keeping, and payment systems. These challenges underpin the implementation of an MSME mentoring program aimed at utilizing digital platforms, enhancing product identity, ensuring business legality, managing finances, and utilizing digital payments. Enhancing the competitiveness of MSMEs depends not only on marketing but also on product quality and legality. Halal certification can boost consumer confidence, expand market opportunities, and strengthen the competitive advantage of MSME products (Yasmin et al., 2026).

Given these circumstances, the KKN (Community Service Program) activities focused on integrating the tourism development of Dampar Beach, digitalization processes, and the empowerment of Micro, Small, and Medium Enterprises (MSMEs). It is expected that these three areas will mutually reinforce one another: tourism promotion can boost visitor numbers, and the influx of tourists creates opportunities to market MSME products, while digitalization serves as a bridge connecting tourists, business owners, and information about the village.

The aim of this activity is to maximize the potential of Dampar Beach by strengthening tourism information and promotion, improving the ability of MSMEs to promote and manage their businesses, and strengthening the use of digital media as a means to provide information, conduct promotions, and provide services to village communities.

2. METHODS

The activity was carried out through active community engagement as part of the “Kuliah Kerja Nyata (KKN)”—or Student Community Service—program in Bades Village, Pasirian District, Lumajang Regency. The assistance provided during the KKN program involved several stages: initial coordination; identifying and mapping existing potential and issues; reviewing the

work program; making technical preparations; executing activities; conducting monitoring and evaluation; and preparing documentation and reports.

The initial step involved conducting field observations and surveys to assess the state of tourism and MSMEs, as well as to identify the requirements for implementing digitalization. Regarding tourism, observations were carried out at Dampar Beach to understand needs concerning location information, promotion, and signage. For MSMEs, assessments were conducted to identify business owners' needs regarding online marketing, product presentation, legal requirements, financial record-keeping, and payment methods. Marketing digitalization—specifically through website development—can serve as a strategy to help village MSMEs expand their product market reach. Leveraging digital media offers local products the opportunity to gain recognition among consumers beyond conventional market boundaries (Mardiana et al., 2022). Meanwhile, the digital sector focuses on the need for website creation and village social media management.

The second phase involves implementing programs tailored to the identified needs. Tourism initiatives include creating and optimizing Google Maps listings for tourist sites, launching the "Explore Dampar" campaign via TikTok and Instagram Reels, improving map designs and signage, and implementing the "One Business, One Digital" program. MSME-focused activities encompass guidance on onboarding businesses to e-commerce and food delivery platforms; redesigning logos and packaging labels; assisting with the acquisition of NIB (Business Identification Number), Halal certification, and P-IRT (Home Industry Food) permits; conducting digital bookkeeping training; upgrading payment systems to QRIS; and organizing an MSME bazaar. In the digital realm, activities involve developing and optimizing the official Bades Village website, training village officials and community volunteers on website usage, and updating the village's social media channels to disseminate public information and promote the village's tourism potential.

The final stage involves monitoring and evaluating the program's implementation, the results achieved, the community's response, and any necessary follow-up actions. This process serves to assess the extent of the benefits provided by the program and establishes a foundation for sustaining it after the KKN activities conclude.

3. RESULTS AND DISCUSSION

3.1. Results

3.1 Strengthening the Tourism Potential of Dampar Beach

Dampar Beach is one of the main tourist attractions in Bades Village, boasting captivating natural beauty and significant potential for development into a more developed tourist destination. However, mapping results from the Community Service Program (KKN) activities revealed that the development of Dampar Beach still faces several challenges, such as inadequate land use, a lack of tourist information facilities, and limited internet access. According to Kanha et al. (2024) Limited information about tourism potential can be a barrier to introducing a destination to tourists. Developing a tourism village website can serve as a promotional tool, providing information about various tourism potentials in a more accessible way for the public. To support this development, the location of Dampar Beach was created and synchronized on Google Maps to make it easier for tourists to find. Furthermore, the "Explore Dampar" campaign, conducted via TikTok and Instagram Reels, serves as a digital promotional tool to increase Dampar Beach's popularity and recognition.

Tourism information was also improved by refreshing the design of maps and road signs so that visitors can obtain clearer and more easily understood information while in the Dampar Beach area. The "One Business, One Digital" program was also developed to provide easy-to-understand digital information about tourist needs, such as surf spots, homestay accommodations, and other services in the Dampar area. Results from the activity showed the availability of information about tourist locations on Google Maps, announcements of "Explore

Dampar" content, updates to directional media, and the provision of infographics or digital flyers that can be used by tourists and business owners.



Figure 1. Installation of the Dampar Beach Map
Source: Acitivies by Authors (2026)



Figure 2. Installation of Directional Signs
Source: Acitivies by Authors (2026)

3.2 Digitalization as a Support for Tourism and MSMEs

Digitalization has become a crucial strategy for supporting the advancement of tourism and MSMEs, as well as the dissemination of information to the residents of Bades Village. This digitalization process involves developing and optimizing the official Bades Village website, which features information on the village profile, local potential, the latest news, population statistics, transparency in village fund management, and a correspondence service system. This study aligns with research Selviandro and Ramadhan (2026), developing a tourism village website serves as a strategic move to strengthen destination promotion while simultaneously supporting the local economy. The website can function as a tourism information hub and a digital showcase for local products and MSMEs, thereby expanding promotional reach and enhancing the community's capacity to utilize digital technology. Furthermore, training sessions for village officials and community representatives enable them to independently manage the site and revitalize the village's social media channels—serving as both official communication platforms and promotional tools for local tourism assets, particularly Dampar Beach. Optimizing the village website provides a medium to showcase local potential to a wider audience and boost tourism appeal. Creating content that highlights local strengths and ensuring sustainable website management can bolster digital promotion efforts and foster greater community engagement in showcasing the village (Pebrianto et al., 2024).

Digitalization is also being implemented in the development of MSMEs through onboarding assistance to e-commerce and food delivery platforms, digital financial accounting, and the use of QRIS as a payment system. These programs aim to help businesses expand their marketing efforts, manage their finances more effectively, and simplify transactions with customers. (Mulyono et al., 2023) A village website can be developed not only to disseminate government information but also to serve as a platform for digital marketing and the sale of MSME products. This integration enables the village to provide information while simultaneously expanding the market reach for local products. Thus, digitalization acts as a bridge between tourism and MSMEs; digital promotion of Dampar Beach boosts the destination's visibility, while the digitalization of MSMEs helps business owners capitalize on economic opportunities arising from tourism activities.

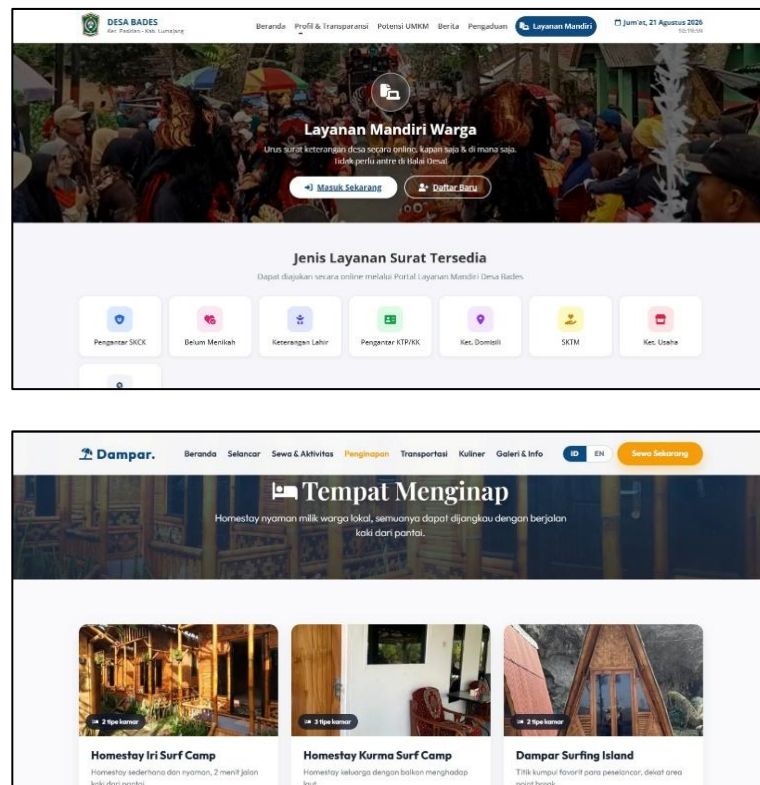


Figure 3: Dampar Beach Website
Source: Development by Authors (2026)

3.3 Empowerment and Strengthening of MSMEs

Bades Village's MSMEs can be developed through various home-based businesses, such as making brown sugar, grilled fish, and banana chips. However, MSMEs still face several obstacles, particularly in marketing, business development, product packaging, and understanding legal requirements such as the P-IRT (In-House Property Ownership Certificate). According to Hamzah et al. (2026) enhancing the competitiveness of MSMEs is influenced not only by marketing capabilities but also by continuous product innovation. Leveraging digital marketing strategies and product development are crucial factors in strengthening the position of MSMEs amidst market competition. Therefore, the Community Service Program (KKN) program provides guidance on using e-commerce and food delivery platforms, as well as redesigning logos and packaging labels to make products more attractive and provide clear information. Furthermore, assistance is provided in obtaining a Business Identification Number (NIB), Halal certification, and P-IRT to increase the legality and credibility of MSME products.

Efforts to strengthen MSMEs have included providing training on digital financial bookkeeping, upgrading payment systems from manual methods to QRIS, and organizing an MSME bazaar at Dampar Beach. Digital bookkeeping helps entrepreneurs separate personal and business finances, while QRIS simplifies the payment process and expands the customer base

capable of using the service. Integrating MSMEs into the official village website serves as a digital marketing channel that helps boost the visibility of local products. Furthermore, providing a centralized MSME catalog and product information makes it easier for the community to access details about products available in the village (Kartika et al., 2026). MSME bazaars serve as a means to promote and sell local products to the public and visitors, an initiative that has been carried out three times. These activities demonstrate that the development of small and medium-sized enterprises focuses not only on increasing sales but also on strengthening legal documentation, reinforcing product identity, managing finances effectively, and leveraging digital technology.



Figure 4. Palm Sugar Innovation Support
Source: Activities by Authors (2026)



Figure 5. Seminar on NIB, Halal dan P-IRT
Source: Activities by Authors (2026)

3.4 Integration of Tourism, Digitalization, and MSMEs

The development of Dampar Beach tourism, the digitalization process, and the empowerment of micro, small, and medium enterprises (MSMEs) are three interrelated aspects in strengthening the local economic growth of Bades Village. Dampar Beach requires digital promotion and information to become more familiar to tourists, while increasing the number of tourists can provide opportunities for local MSMEs to expand their marketing. In practice, this connection is seen through the "One Business, One Digital" program, which provides digital information to tourists about various needs and services in the Dampar area. The village website and social media can be used to combine information about the village with promotions for Dampar Beach. Meanwhile, MSMEs can utilize e-commerce platforms, food delivery services, and

QRIS to more easily reach the market and simplify the payment process. According to Hasvi et al. (2026) Utilizing a tourism village website as a digital showcase allows for the integration of MSME product promotions with tourism attractions and other supporting services. This integration can expand market access while strengthening the relationship between MSME operators and tourists.

Although the program has yielded various results, the aspect of sustainability remains a priority. Tourism operations still face challenges regarding area management, information provision, and communication systems, while MSME entrepreneurs require continued support with legal compliance, online marketing, bookkeeping, and digital payment systems. Managing the website and social media requires someone who is consistently active and possesses basic technical skills. Therefore, the village government—in collaboration with the Community Information Group (KIM), the Youth Organization (Karang Taruna), the Tourism Awareness Group (Pokdarwis), MSME players, and the local community—must continue to manage digital platforms, promote Dampar Beach, and provide ongoing support to MSMEs to ensure the Community Service Program (KKN) delivers lasting benefits.

4. CONCLUSION

The Community Service Program (KKN) in Bades Village demonstrated that Dampar Beach development, digitalization, and MSME empowerment are three areas that can be developed together in an integrated manner. In the tourism sector, activities such as location mapping using Google Maps, the "Explore Dampar" campaign, map and directional signage updates, and digital media development have formed the basis for improving information and promotion of Dampar Beach. In the MSME sector, assistance with using e-commerce and food delivery services, redesigning logos and product packaging, facilitating the creation of NIB (National Identity Card) permits (NIB), Halal certification, and P-IRT (Private Business Registration Certificate), creating digital bookkeeping and QRIS (Qualified Bookkeeping System), and holding MSME bazaar events have helped improve business management and promotion capabilities. Meanwhile, website creation and social media improvements have strengthened the use of digital technology as a tool for village information and promotion.

Combining these three sectors can create a mutually supportive local economic ecosystem, where Dampar Beach becomes an attractive tourist destination, MSMEs participate in tourism economic activities, and digitalization is used to promote and disseminate information. However, for the program to continue running smoothly, consistent management is required, particularly in terms of managing tourist areas, strengthening networks and information facilities, providing assistance to MSMEs, and managing websites and social media. Therefore, village governments and community organizations such as KIM, Karang Taruna, and Pokdarwis must continue to develop the results of the KKN program so that its benefits can continue to grow sustainably.

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