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Enhancing The Sengkol Village Community By Providing Training In Product Photo Editing And Digital Marketing

Ari Satriadi[1*)], Endang Sri Wahyuni[2], Ramdah Radjab[3], I Wayan Induyoga Aditama[4], Adieb Hidayatullah[5]

Politeknik Pariwisata Lombok, Jl. Raden Puguh, Puyung, Kec. Jonggat, Kabupaten Lombok Tengah, Nusa Tenggara Barat, 83521, zip code, Indonesia.

E-mail: ari.satriadi@ppl.ac.id

Abstract

This community service initiative took place in Sengkol Village, Central Lombok, West Nusa Tenggara, primarily aimed at enhancing the competencies of tourism personnel and fostering the development of small and medium-sized enterprises (SMEs) via artificial intelligence (AI)-based digital marketing training. The program was established to address the increasing significance of digital technology in enhancing local products and tourism sites, especially in rural regions abundant in cultural and natural resources yet sometimes constrained by inadequate marketing techniques. The program implemented a participatory approach, guaranteeing that local stakeholders were engaged in all phases of the activity. The implementation process comprised several essential phases: initial socialization to present the objectives and advantages of the training, practical instruction in product photo editing utilizing AI tools like ChatGPT and AI-driven image generators, and applied sessions on digital advertising with a focus on Search Engine Optimization (SEO) for social media platforms. The program's data collection involved observation, structured interviews, and documentation to assess participant involvement and learning outcomes. The activity's results indicated that participants enhanced their proficiency in producing and enhancing product images while also gaining a greater comprehension of digital marketing concepts. The training substantially enhanced their motivation to create and develop local firms using a technology-focused approach. This program enhanced community empowerment by promoting sustainable tourism development and bolstering the local economy in Sengkol Village.

Keywords: Artificial Intelligence (AI), Digital Marketing, Community Empowerment, Sustainable Tourism.

Pemberdayaan Masyarakat Desa Sengkol Melalui Pelatihan Editing Foto Produk dan Digital Marketing

Abstrak

Program pengabdian kepada masyarakat ini dilaksanakan di Desa Sengkol, Lombok Tengah, Nusa Tenggara Barat, dengan tujuan utama meningkatkan kompetensi sumber daya manusia pariwisata serta mendorong pengembangan usaha kecil dan menengah (UMKM) melalui pelatihan pemasaran digital berbasis kecerdasan buatan (Artificial Intelligence/AI). Program ini dirancang untuk merespons semakin pentingnya peran teknologi digital dalam mempromosikan produk lokal dan destinasi pariwisata, khususnya di wilayah pedesaan yang kaya akan potensi budaya dan sumber daya alam namun sering menghadapi keterbatasan dalam strategi pemasaran. Pendekatan partisipatif digunakan dalam program ini untuk memastikan keterlibatan para pemangku kepentingan lokal pada setiap tahap kegiatan. Proses pelaksanaan terdiri dari beberapa tahapan penting, yaitu sosialisasi awal untuk memperkenalkan tujuan dan manfaat pelatihan, praktik langsung pengeditan foto produk menggunakan alat berbasis AI seperti ChatGPT dan AI image generator, serta sesi penerapan iklan digital dengan penekanan pada Search Engine Optimization (SEO) di berbagai platform media sosial. Pengumpulan data dalam program ini dilakukan melalui observasi, wawancara terstruktur, dan dokumentasi guna menilai keterlibatan serta hasil belajar para peserta. Hasil kegiatan menunjukkan bahwa peserta berhasil meningkatkan

keterampilan dalam menghasilkan dan mengoptimalkan foto produk, sekaligus memperoleh pemahaman yang lebih baik mengenai konsep pemasaran digital. Pelatihan ini juga secara signifikan meningkatkan motivasi peserta untuk membangun dan mengembangkan usaha lokal dengan pendekatan berbasis teknologi. Secara keseluruhan, program ini berkontribusi pada pemberdayaan masyarakat dengan mendorong pembangunan pariwisata berkelanjutan serta memperkuat perekonomian lokal di Desa Sengkol.

Kata Kunci: Kecerdasan Buatan (AI), Pemasaran Digital, Pemberdayaan Masyarakat, Pariwisata Berkelanjutan

INTRODUCTION

The tourism sector, especially in rural regions, faces persistent challenges in adapting to the digital era, where effective marketing and technological proficiency are crucial for competitiveness and sustainable growth (Alford and Jones, 2020; Dewi et al., 2025; Tuo et al., 2024). Despite the abundance of cultural and natural resources, many rural tourism destinations and small and medium-sized enterprises (SMEs) struggle with limited digital literacy, inadequate marketing strategies, and restricted access to advanced technologies (Alford and Jones, 2020; Dewi et al., 2025; Ostian, 2024). These barriers hinder their ability to reach broader markets and fully capitalize on the opportunities presented by digital transformation.

Recent research underscores the transformative potential of artificial intelligence (AI) in revolutionizing digital marketing within the tourism industry. AI-powered tools—such as predictive analytics, recommendation systems, automated content creation, and chatbots like ChatGPT—enable SMEs to enhance audience targeting, personalize customer engagement, and optimize marketing campaigns, leading to improved engagement rates and return on investment (Rather, 2024; Dewi et al., 2025; Zong et al., 2025; Ostian, 2024). Studies in both developed and developing tourism contexts have demonstrated that AI adoption can significantly elevate the competitiveness of local tourism businesses, facilitate efficient resource allocation, and provide actionable insights for adapting to dynamic market conditions (Dewi et al., 2025; Zong et al., 2025; Wang and Zhang, 2024). However, the implementation of AI in rural tourism settings is often constrained by financial limitations, technological literacy gaps, and the need to preserve local cultural authenticity (Dewi et al., 2025; Ostian, 2024).

The novelty of this study lies in its participatory approach, integrating hands-on AI-based digital marketing training with active involvement of local stakeholders. Unlike previous research that often focuses on top-down or technology-centric interventions, this initiative emphasizes community empowerment, practical skill development, and context-specific solutions tailored to the unique needs of Sengkol Village. By combining socialization, practical instruction in AI tools, and applied digital advertising sessions, the program addresses both the technical and motivational aspects of digital transformation for tourism personnel and MSMEs.

This research contributes to the field by providing empirical evidence on the effectiveness of participatory, AI-driven digital marketing education in bridging the digital divide, fostering sustainable tourism development, and strengthening local economies in rural settings. The primary objective is to evaluate how such training enhances digital competencies, motivation, and

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entrepreneurial capacity among tourism stakeholders, ultimately supporting inclusive and technology-enabled growth in the tourism sector.

METHODS

The qualitative research approach is widely used to deeply explore participants' experiences and the contextual factors influencing learning in AI-based digital marketing training programs. Below is a detailed breakdown of the methodology in three parts: Data, Analytical Procedure, and Findings.

2.1. Data

Data collection in studies of AI-based digital marketing training typically involves multiple qualitative techniques:

2.1.1. In-depth interviews.

Comprehensive interviews were performed to elucidate participants' motivations, attitudes, and perceived advantages of the training (Aleixo et al., 2024). The interviews were conducted via Google Forms, enabling respondents to participate with flexibility. A total of 51 community members from Sengkol Village, distributed over 20 hamlets, completed the interview form or contributed their insights through observation. The online interviews were conducted across four days, from July 16 to July 19, 2025, allowing participants ample opportunity to express their viewpoints. The interviews not only examined language learning needs but also inquired about other activities participants wished to pursue. Several choices were presented to inform their responses, encompassing food production, Micro, Small, and Medium Enterprises (MSMEs) with an emphasis on packaging, digital marketing, and e-commerce, in addition to Food and Beverage (FnB) Service and Room Division. This facilitated the capturing of their linguistic objectives as well as their wider interests in skill enhancement and economic prospects.

2.1.2. Direct observation and training

The observation and training phase yields significant insights regarding participant involvement and the general dynamics of the training sessions (Aleixo et al., 2024). This stage emphasizes the degree of active engagement and interaction among community members while also assessing the efficacy of the training techniques and materials presented.

The observation and training session occurred at the Sengkol Village Office on Sunday, August 31, 2025. The workshop was conducted by the author, Ari Satriadi, who acted as the trainer. The training commenced with the introduction of educational materials, beginning with the basics of digital marketing, subsequently advancing to practical applications of ChatGPT, prompting, and Search Engine Optimization (SEO). The program featured practical help, wherein participants were instructed in the creation of product photographs and their subsequent social media publication, so affording them direct experience in utilizing the acquired abilities. This round

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of training provided both academic understanding and practical application, enabling participants to actively interact with digital tools and strategies pertinent to their local economic growth.

2.1.3. Documentation

The documentation phase was crucial in encapsulating the comprehensive procedure and ambiance of the training events. Documentation was conducted methodically during the sessions to furnish a visual record of the implementation and to provide proof of participant involvement, engagement, and learning outcomes. During the training, documentation efforts were facilitated by four students from Politeknik Pariwisata Lombok, who aided the organizing team in capturing images and films. The recordings encompassed multiple facets of the program, including the inaugural session, instructional material presentation by the trainer, group discussions, practical exercises, and concluding activities. Particular emphasis was placed on recording the interactions between participants and the trainer, along with instances where participants implemented the skills they were acquiring, such as capturing product photographs and submitting them online.

The utilization of both photographic and videographic documentation fulfilled several functions. Initially, it guaranteed that the training process could be assessed and analyzed post-completion, offering significant insights for subsequent programs. The documented materials facilitated the development of reports, promotional content, and archives for Sengkol Village, Sengkol instagram account, or the Politeknik Pariwisata Lombok for future reference. Finally, the visual documentation facilitates the dissemination of success narratives from the training to broader audiences, emphasizing community involvement and the contribution of higher education students to local development efforts.

2.1.4. Participant selection

This study used purposive sampling to select persons immediately engaged in the training and most likely to benefit from the program, ensuring that the data collected is highly pertinent to the objectives (Yong et al., 2024; Aleixo et al., 2024). Participants were meticulously selected from essential stakeholder groups within Sengkol Village, comprising guesthouse proprietors, tourist professionals, and small and medium enterprise (SME) owners. These groups were chosen due to their substantial contribution to the local economy and their direct association with the advancement of tourism and related services in the region. The study aims to gather insights from participants in these groups, focusing on individuals who confront the problems of managing tourism enterprises and possess the capacity to implement new information and skills acquired from the training in their everyday operations. This focused methodology allowed the research to get insights into how training in digital marketing, product development, and service quality could improve community capacity and economic resilience.

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2.2. Analytical Procedure

The research employed theme analysis as the principal analytical method to investigate participants' viewpoints and experiences during the course. This method was selected for its capacity to systematically identify patterns and insights across many data sources, so assuring that the findings are both significant and contextually pertinent to community service activities. Data were gathered through comprehensive interviews (utilizing Google Forms), observational notes during training sessions, and visual documentation comprising photographs and videos. Three primary analytical phases were implemented to organize the process, as detailed below:

Table 1. Summary of Thematic Analysis Procedures

Analytical Stage	Description	Purpose
Coding	Systematic coding of interview transcripts, observation notes, and documentation materials. Themes such as motivation, challenges, and aspirations were identified.	To extract recurring themes that reflect participants' lived experiences.
Triangulation	Integration of multiple data sources: interviews, field observations, and visual documentation.	To enhance the credibility, reliability, and trustworthiness of the findings.
Focus Areas	Analysis centered on three domains: digital marketing competence, technology adoption, and community empowerment.	To align insights with the training objectives and community needs.

The implementation of these three processes guaranteed a thorough and dependable analysis. Coding facilitated the detection of repeating patterns, whereas triangulation corroborated the findings by cross-verification of diverse data sources. The emphasis on digital marketing proficiency, technology integration, and community empowerment rendered the analysis particularly pertinent to the objectives of enhancing local business and fostering sustainable community development in Sengkol Village.

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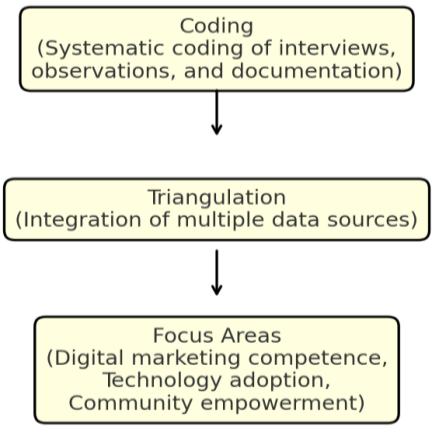


Fig 1. Analytical Procedure Flow

2.3. Findings

The results of the thematic analysis provide some critical insights on the execution and effects of the training program in Sengkol Village.

2.3.1. Incentive and Involvement.

Participants exhibited significant motivation to engage in the program, mostly owing to the pertinence of digital marketing and technological competencies to their enterprises. A multitude of guesthouse entrepreneurs and SME proprietors indicated that the program provided pragmatic solutions that may immediately boost product promotion and consumer involvement. The use of real-life examples and practical exercises enhanced participant engagement and active participation during the sessions.

2.3.2. Digital Marketing Proficiency.

The program effectively improved participants' comprehension of digital marketing foundations, including product photography, social media utilization, and basic SEO principles. Numerous participants indicated that they had previously encountered difficulties in marketing their products outside the local vicinity; but, following the training, they expressed increased confidence in leveraging internet platforms to broaden their outreach.

2.3.3. Adoption of Technology.

Some participants swiftly acclimated to technologies like ChatGPT, rapid composition, and e-commerce applications, while others faced difficulties owing to insufficient prior experience with digital platforms. The systematic assistance and mentorship offered during the program mitigated obstacles, demonstrating that sustained support facilitates wider technology adoption.

2.3.4. Empowerment of the Community.

The program enhanced the capabilities of Sengkol Village community members by providing them with skills that surpass mere language acquisition. The investigation of supplementary domains, including food production, food and beverage service, and room division, demonstrated participants' aspiration for comprehensive development. This signifies that the

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training not only remedied acute skill deficiencies but also fostered wider ambitions for entrepreneurship and local economic development.

2.3.5. Cooperation and Sustainability.

The participation of Politeknik Pariwisata Lombok students in documentation and facilitation underscored the significance of collaboration between higher education institutions and local populations. These collaborations facilitated knowledge transfer, capacity enhancement, and the development of resources (photographs, videos, and reports) applicable for future endeavors.

RESULTS AND DISCUSSION

This section delineates the findings obtained from interviews, observations, and documentation, examined by theme analysis. The findings are categorized into principal themes that represent participants' experiences and the consequences of the training program.

3.1 Results

Thematic analysis produced five central themes, namely motivation and engagement, digital marketing competence, technology adoption, community empowerment, and collaboration for sustainability.

3.1.1. Motivation and Engagement.

The engagement and motivation of participants are primary measures of the effectiveness of this community service initiative. The presence, active participation in practice and conversations, and support from local stakeholders serve as criteria. The observation and recording results indicate that most attendees exhibited considerable enthusiasm, deemed the topic pertinent to their daily requirements, and engaged actively throughout the session.

Table 2. Level of Participation and Motivation of Participants

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Indicator	Measurement	Findings	Basis	Implications
Level of Participation & Motivation	Attendance, active involvement in discussions/practices, and positive responses during the training.	31 participants attended out of 51 respondents who completed the survey/interview; one participant (e.g., Jetaprasisto) stated that the material was relevant to their needs; participants showed high enthusiasm and active involvement; the activity received full support from the Head of Sengkol Village.	Enthusiasm and participants' statements that the material was aligned with their needs.	Demonstrates the success of a contextual training approach; the activity gained social legitimacy and institutional support for sustainability.

The attendance records indicate that 31 people attended out of the 40 individuals initially anticipated to partake in the program. Despite 51 community members having completed the survey or interview previously, the increased number of responses was deliberately gathered to optimize prospective attendance at the workshop. This technique guaranteed that the target participation rate could still be attained, even if not all responders were present. The actual turnout demonstrates a high degree of participation and signifies that the training was pertinent and beneficial to the participants. This methodology illustrates the efficacy of over-sampling as a means to ensure sufficient representation and maintain the quality of community-based training programs.

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2. Digital Marketing Competence.

A primary outcome of the program was the enhancement of participants' digital marketing competencies. The training presented fundamental principles of SEO, product photography, and social media marketing. Through practice and structured mentorship, participants effectively applied these abilities to their own projects. Numerous participants indicated an increase in confidence in presenting and marketing their businesses beyond local markets, signifying a transition from conventional selling techniques to more technology-oriented strategies.

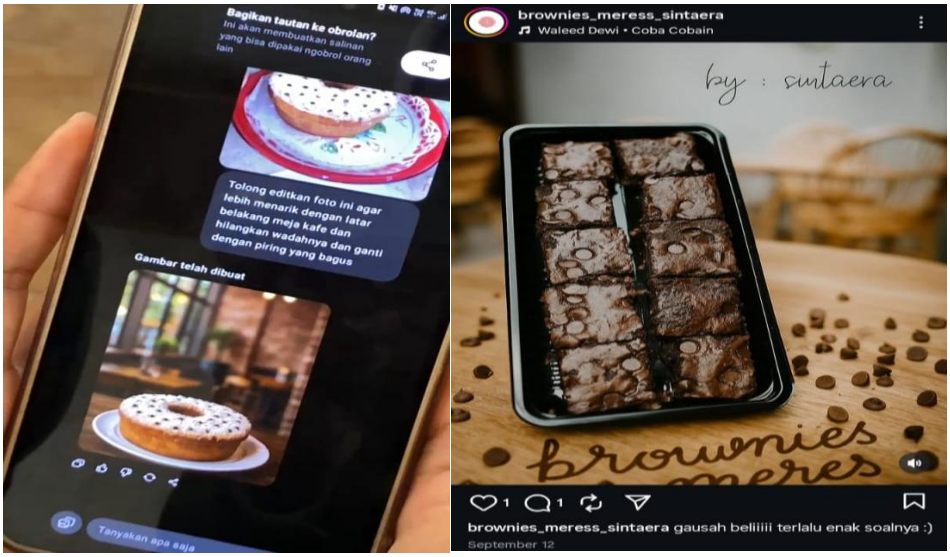


Fig 2. Participants' Project Result

Table 3. Digital Marketing Competence

Indicator	Measurement	Findings	Basis	Implications
Digital Marketing Competence	Ability to understand and apply SEO basics, create product photos, and promote through digital platforms.	Participants successfully created and uploaded product photos on social media; they demonstrated improved understanding of SEO and content creation; participants reported increased confidence in promoting their products outside the local area.	Feedback from participants and observed practices during the training sessions.	Enhanced digital literacy allows SMEs and local entrepreneurs to access broader markets, strengthening the sustainability of community-based businesses.

The results indicate that participants could not only comprehend technical knowledge but also implement it in practical contexts. The heightened confidence in digital marketing underscores the capacity of local enterprises to contend in broader marketplaces. Moreover, the

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competencies developed establish a foundation for ongoing education in digital marketing, indicating that forthcoming capacity-building initiatives should encompass advanced subjects like digital analytics and e-commerce integration.

1. Technology Adoption.

The program also uncovered significant insights regarding participants' preparedness to embrace new technology. Some participants swiftly acclimated to ChatGPT and online platforms, while others encountered early difficulties, especially in maneuvering digital tools and comprehending their functionalities. Nonetheless, through ongoing mentorship and practical experience, the majority of participants successfully surmounted these obstacles. This incremental enhancement signifies encouraging indications of wider technology use throughout the community, essential for maintaining digital transformation in local enterprises. The community is essential for maintaining digital transformation in local enterprises.

Table 4. Technology Adoption

Indicator	Measurement	Findings	Basis	Implications
Technology Adoption	Readiness and ability to use digital tools (e.g., ChatGPT, AI prompt generator, social media).	Some participants quickly adapted to ChatGPT and social media; others initially struggled but improved with mentoring and practice.	Observation during training sessions and participant feedback on tool usability.	Demonstrates the importance of continuous support to reduce the digital divide and ensure broader adoption of technology in rural communities.

These data underscore that technology usage varies among participants. While early adopters swiftly incorporated digital tools into their professions, others necessitated systematic training and frequent exposure. The mentoring strategy demonstrated efficacy in closing this gap, highlighting the necessity for ongoing technical assistance in forthcoming training programs. Over time, such initiatives can diminish the digital gap and expedite the incorporation of technology into local business practices.

2. Community Empowerment.

The training promoted ambitions for extensive capacity-building beyond digital marketing. A number of participants indicated a desire to cultivate skills in additional industries, including food manufacturing, food and beverage service, and room division. The survey results indicate that Micro, Small, and Medium Enterprises (MSMEs), especially in Packaging and Digital

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Marketing, were the most favored choice among community members, demonstrating significant enthusiasm for entrepreneurial growth and online company proliferation

Table 5. Community Empowerment

Indicator	Measurement	Findings	Basis	Implications
Community Empowerment	Aspirations to develop skills beyond digital marketing.	Participants indicated strong interest in MSME packaging and digital marketing as the top priority, followed by FnB service, food production, and room division.	Survey data and interview responses on preferred areas of training.	Indicates demand-driven training priorities; highlights potential for cross-sectoral empowerment and diversified local economic growth.

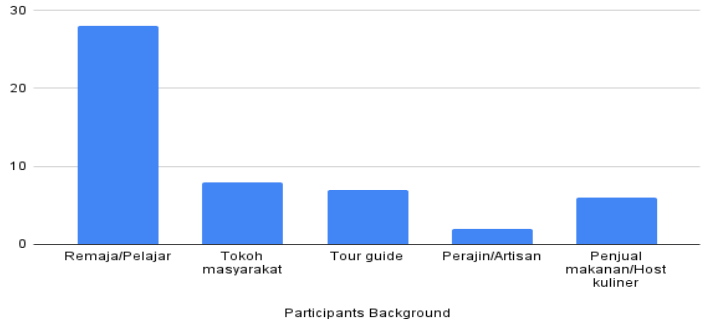


Fig 3. Participants' Background

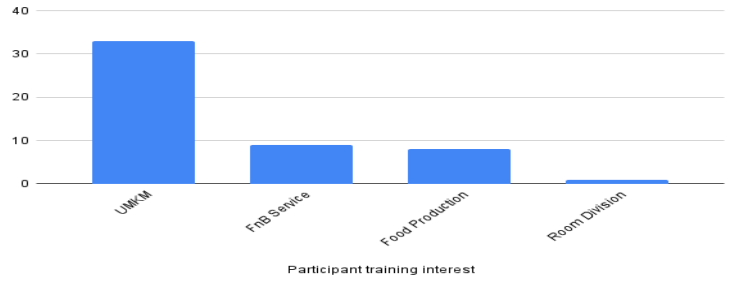


Fig 4. Participants' Training Interest

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Figure 3 depicts the training interests of the individuals. MSME Packaging and Digital Marketing emerged as the most sought-after area for development, with more than 30 participants expressing this opinion. The food and beverage service and food manufacturing garnered a modest but significant level of interest, whereas room division elicited negligible replies. This distribution highlights the community's recognition of the significance of branding, packaging, and digital marketing in enhancing small enterprises.

The second chart (Figure 4) illustrates the individuals' background. The predominant participants were youth and student organizations, succeeded by community leaders, tour guides, artisans, and food vendors/hosts. The variety of backgrounds illustrates the program's inclusivity and its capacity to foster collective strength among diverse community sectors.

The findings indicate that although digital marketing is the primary focus, the training also inspired wider ambitions for community empowerment. The pronounced emphasis on MSME growth suggests that the next programs ought to prioritize the amalgamation of entrepreneurial skills with technical training, thereby fostering a more comprehensive approach to capacity-building.

3. Collaboration and Sustainability.

Collaboration proved essential for the viability of this community service program. The participation of Politeknik Pariwisata Lombok students in documentation and facilitation not only ensured the seamless execution of training activities but also underscored the role of academic institutions as proactive collaborators in community empowerment. Their contribution integrated academic knowledge with practical application, enabling students to acquire hands-on experience while concurrently offering essential support to participants.



Fig 5. Collaboration between Students, Participants, and Village Leadership

The direct involvement of the Head of Sengkol Village underscored the need of local government backing in legitimizing and maintaining the program. The involvement of village leadership enhanced the program's alignment with community interests and bolstered participants' confidence in the activities undertaken. This kind of multi-stakeholder collaboration

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between academic institutions, local government, and community members establishes a robust basis for enduring sustainability.

These collaborations guarantee that the program's influence persists beyond the duration of the training. The collaboration among students, facilitators, and local authorities fosters potential for ongoing mentorship, resource mobilization, and prospective training programs. Thus, partnership not only improves program efficacy but also establishes avenues for enduring community growth and empowerment.

3.2 Discussion

The outcomes of this community service effort shed light on rural digital capacity-building. The discourse emphasizes the program's successes and challenges through five main dimensions: participant motivation, digital competence, technology adoption, community empowerment, and teamwork.

3.2.1. Engagement and incentive

Attendance of 31 of 40 expected participants shows dedication. The survey initially had 51 respondents; however, oversampling was used to increase participation. This strategy helped the course achieve its goals and engage eager students. A strong recommendation from the Sengkol Village Head confirmed the program's validity and significance. These findings demonstrate the need for measuring attendance qualitatively, including active engagement and community needs.

3.2.2. Digital Marketing Expertise

Participants improved SEO, product photography, and social media marketing. Local entrepreneurs' digital literacy has improved with the ability to create and upload product photos and confidence in marketing beyond local markets. This suggests that quick interventions can help communities join larger marketplaces. In advanced fields like analytics, branding, and e-commerce integration, sustainability requires constant practice and training.

3.2.3. Tech Adoption

Participants' preparation varied at the seminar. Early adopters quickly adopted ChatGPT and internet platforms, while others struggled. Mentorship and disciplined practice helped low-digital-literate people overcome barriers. Scaffolding in digital training programs helps participants gain confidence and competence at their own pace. Closing the digital divide requires continual coaching.

3.2.4. Community Empowerment

Participants were inspired to try non-digital marketing after the course. Survey results show strong interest in Micro, Small, and Medium Enterprises (MSMEs), particularly packaging

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and digital marketing, followed by food manufacturing, food and beverage services, and hotel division. This shows that while digital competency is important, people want empowerment across several livelihood areas. These goals demonstrate the possibility for multi-sectoral training programs that meet interrelated economic needs.

3.2.5. Cooperation and Sustainability

Academic-community relationships like Politeknik Pariwisata Lombok students documenting and facilitating demonstrate their value. Their participation increased training quality and gave students practical experience. The Sengkol Village Head's endorsement validated the project and set a foundation for long-term collaboration. Program sustainability is enhanced by shared ownership, continuing support, and intergenerational knowledge transmission.

3.2.6. Development

The findings show that community-based digital training works best as an ecosystem. Motivation and involvement lay the groundwork; digital competence and technology adoption enable immediate benefits; empowerment broadens future perspectives; and collaboration ensures sustainability. This multifaceted strategy ensures that training becomes a community transformation catalyst.

CONCLUSIONS AND SUGGESTIONS

4.1. Conclusions

This study revealed that community-oriented digital marketing training in Sengkol Village significantly improved participants' skills, motivation, and involvement. Of the 51 individuals who completed the survey or interview form, 31 participants attended the training sessions, indicating a robust level of engagement endorsed by the village head. The theme analysis indicated that:

1. Participant Engagement: Participants exhibited considerable enthusiasm, actively participating in discussions and activities, demonstrating a strong motivation and the training's relevance to their requirements.
2. Digital Marketing Proficiency: Enhanced skills in SEO, product photography, and social media marketing have empowered participants to broaden their market reach beyond local confines.
3. Technology Adoption: Despite initial obstacles, ongoing mentorship enabled a more seamless integration of ChatGPT, online platforms, and various digital tools.
4. Community Empowerment: The program motivated participants to seek additional advancement in fields beyond digital marketing, including food manufacturing, packaging, food and beverage services, and room division. The predominant interest was in small business packaging and internet marketing.
5. Cooperation and Sustainability: The engagement of Politeknik Pariwisata Lombok students and local stakeholders underscored the significance of collaborations for program sustainability and enduring effects.

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4.2. Recommendations

In light of the findings, the following recommendations are put forth:

1. For Scholars: Future research should include longitudinal evaluations to measure the enduring effects of training programs and investigate inter-village comparisons for enhanced generalizability.
2. Training modules for practitioners must incorporate ongoing mentorship and follow-up sessions to enhance technology acceptance and guarantee practical implementation in everyday business operations.
3. Policymakers should incorporate digital marketing and entrepreneurship development into rural empowerment strategies, providing appropriate financial allocation for capacity-building activities at the village and regional government levels.
4. For Community Leaders: Enhance partnerships among educational institutions, local government, and business players to maintain momentum and broaden prospects for rural entrepreneurship.

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