

The Process of Branding and Promotion of the Geopark Bayah Dome Expansion Tourism Program In Increasing Community Participation (Exploratory Study)

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Abstract

This research aims to find out how to the process of branding and promotion of the Bayah Dome Geopark Expansion Program in Increasing Community Participation . The type of research used is explorative research with a qualitative approach. Data analysis techniques using qualitative data analysis techniques. The Lebak Regency Government is currently developing a national tourism destination area based on local potential named Bayah Dome Geopark. The Bayah Dome Geopark Management Agency was created to support this sustainable regional development, with a paradigm shift from extraction to conservation, through 3 main pillars namely, Protection, Education and Research and Community Economic Development. There are 28 Geodiversity, 27 Biodiversity and 11 Culturediversity, The key of this simultaneous with increasing public awareness about the importance of preserving geological heritage. Geopark also introduces regional identity which will develop a sense of pride in the community for the existence of nature around it. Managers make collaborative steps with stakeholders, design programs, comparative studies, make limited discussions. For Promotion, socialization is carried out by creating logos, slogans, direct meeting activities with tourism village activists, non-governmental organizations, government, also using social media campaign. Managers are still continuing to open opportunities for collaboration, especially for the 60% of destinations that have not been managed.

Keywords: *branding, promotion, tourism, community participation*

Introduction

Geopark is one of the tools of sustainable development for people's welfare, which combines three diversities, namely geological diversity, biodiversity and cultural diversity (UNESCO). Lebak Regency has a lot of geological heritage as well as biodiversity and culture that have the potential to be developed into national and even international class Geoparks. The Bayah Dome Geopark is proof of the seriousness of the Lebak Regency Government which was initiated by the Regent and Deputy Regent to create a National Geopark that is capable of encouraging the emergence of innovative and collaborative community empowerment activities involving all stakeholders (Pentahelix), as well as being able to guarantee the preservation of natural resources.

Based on Presidential Regulation Nomor 9 Tahun 2019 tentang Pengembangan Taman Bumi (Geopark) adalah sebuah wilayah geografis tunggal atau gabungan yang memiliki situs warisan geologi (Geosite) dan bentang alam yang bernilai, terkait aspek Warisan Geologi,

Keragaman Geologi, Keanekaragaman Hayati, dan Keragaman Budaya. Based on Menteri Energi Dan Sumber Daya Mineral Republik Indonesia Nomor: 164.K/Hk.02/Mem.G/2022 Tentang Penetapan Warisan Geologi (Geoheritage) ditetapkan 32 (tiga puluh dua) Situs Warisan Geologi (Geoherithage). The delineation of the Bayah Dome Geopark area includes 15 sub-districts covering 179 villages and 5 sub-districts with an area of 201,537 Ha

Geopark aims for sustainable regional development, with a paradigm shift from extraction to conservation, through 3 main pillars namely, Protection, Education and Research and Community Economic Development. Along with increasing public awareness about the importance of preserving geological heritage, Geopark also introduces regional identity which will develop a sense of pride in the community for the existence of the natural surroundings.

Potential in the Bayah Dome Geopark Area, Lebak Regency, Banten Province. There are 32 geological heritages spread across the Bayah Dome Geopark Area based on the Decree of the Minister of Energy and Mineral Resources Number: 164.K/HK.02/ MEM.G/2022 concerning the determination of the Geological Heritage (Geoheritage) of Lebak Regency, Banten Province with reference to the big theme "Establishment of a tourist destination with ownership of the Bayah Dome Geopark, Bayah Dome already fulfills the requirements as a geopark because it contains three supporting elements, namely Geological diversity (geoheritage), Biodiversity (Biodiversity), and Cultural Diversity (Cultural Diversity).

Delivered by Luli Agustina Secretary of the Culture and Tourism Office of Lebak Regency, on January 18, 2023 which stated that, in supporting the Bayah Dome Geopark there is still a lack of community participation and creativity to help create programs, implement and spread this Bayah Dome Geopark (Agustina, 2023).

Citing the fifth problem from the results of the Bayah Dome Geopark Development Collaboration Model research, Mas Moch. Fathahillah, Julianes Cadith, Sultan Ageng Tirtayasa University in the Sawala Journal, Volume 10 Number 1 (June) 2022, who explained that the Lebak district government has actually made a policy product related to the Bayah Dome Geopark, namely Lebak Regent Regulation No. 133 of 2020 concerning the management of the Bayah Dome Geopark, however this Perbup has not yet been socialized to the people of Lebak Regency in general and to the people in the designated Bayah Dome Geopark area. In order to develop Geopark in Lebak Regency, reliable and professional geopark management is needed. The division of the roles of the central government, provincial government, and district regional government and the community must be clearly stated in regional policies. In particular, the governance of the geopark area in Lebak Regency shows conditions that are not yet synergistic and not yet integrated among existing stakeholders, both in terms of policy and operational activities. The existence of management institutions that have been established in each geopark area in Lebak has not been able to carry out reliable, professional and synergistic management of the geopark area.

This, if related to what has been stated, concludes that the Collaborative Model in the Development of Geoprak Bayah Dome has not run optimally and as it should, the following are quite important concluding points from the results of this research, as follows: The role of local government collaboration actors is still dominant in the collaborative process of developing the Bayah Dome Geopark. In the process of developing the Bayah Dome Geopark, other stakeholders have not been involved, such as the business sector, tourism groups, and the media itself, there is still a lack of programs to raise public awareness about

the Bayah Dome Geopark. So that it appear *trust issue* about the success of the bayah dome geopark program that came from the community around the bayah dome geopark area, there is still a lack of dissemination of information about the bayah dome geopark, especially in areas that are included in the bayah dome geopark area, the lack of public knowledge about the bayah dome geopark will complicate future management of the bayah dome geopark.

A tourism destination can be a place that has cultural and natural values, it can also mean attractions and related products including the infrastructure in it and various other tourism facilities (Judisseno, Branding Destinations and Tourism Promotion, 2019). Tourist attraction according to Law no. 10 of 2009 Article 1 Paragraph 5: Tourist attraction is anything that has uniqueness, beauty and value in the form of diversity of natural, cultural and man-made assets that are the target or destination of tourist visits.

Purpose of communication *brand* is not only selling a product, but aims to create an inspiration for consumers to be able to define value or *value* into consumers (Yunus, 2019). It means that there is a purpose *brand* in a communication is to be able to provide education or understanding regarding the value of *brand* towards consumers. Purpose in building *brand* according to Neumeier (in (Yunus, 2019) namely to shape consumer perceptions, trust, and love for *brand*.

While the functions of branding are (1) a differentiator, (2) a means of promotion and attraction, (3) an image builder, a giver of confidence, quality assurance and prestige, (4) a means of controlling the market. According to Keller (in Yunus, 2019) there are six criteria capable of creating the most effective and efficient communication program, namely *Coverage* (scope), *Contribution* (contribution), *Communality* (similarity), *Complimentary* (complementary), *Confirmability* (conformity), and *Cost* (cost).

According to Bungin in the 2018 Proceedings of the 2018 National Semester of Muhammadiyah Sidoarjo University, a brand is not a brand, a brand is not just a logo, a brand is everything for a product. For the world of tourism, a brand also has the same meaning, but a destination brand must be born from the philosophy and values of a destination and its unique advantages. The brand will give strength to the destination represented if the brand gets a good and consistent branding process.

The purpose of sales promotion is to increase sales, make consumers buy products or services, and get consumers. The purpose of sales promotion is also to motivate personal to achieve company or organizational goals that have been previously set, it is expected that the desired output is in accordance with what is expected. So sales promotion can also encourage the ability to profit from self-development, but companies or organizations are required to control their personal human resources (Kertonegoro, 2004)

The uniqueness of this research was carried out at the Bayah Dome Geopark Management and the Lebak Culture and Tourism Office, because the Bayah Dome Geopark Management is an institution that was formed specifically to manage the Bayah Dome Geopark. Also the Department of Culture and Tourism for the Lebak Regency, Banten has the task of carrying out the affairs of the Lebak Regency administration in the field of culture and tourism based on the principle of regional autonomy. various local government affairs related to tourism and culture are carried out. This research explores the branding process at the start of the manager's establishment and the promotion process that was carried out.

Method

The paradigm of this research is Constructivism where the truth of a social reality is seen as a result of processes and adaptation to social conditions, and the truth of a social reality is relative. (Kriyantono, 2016). How do Bayah Dome Geopark managers carry out branding and promotion.

Qualitative research methods with inductive analysis are research that does not look for factual data for the sake of proof or rejection, but by looking for various facts. These facts were then analyzed and then made into a conclusion in the study (Anggito & Setiawan, 2018). It aims to describe the things that are asked in research such as what, who, when, where and why about certain situations or groups (Ardial, 2015). In this case, the management of the Bayah Dome Geopark.

Results and Discussion

The Bayah Dome (Bayah Dome) is geologically well known internationally, since Van Bemmelen, a Dutch geologist, made a book on Indonesian Geology which was published in 1949, in which he discussed the formation of the Bayah Dome. The Bayah Dome (Bayah Dome) is a volcanic structure or landscape that is Neogene to Quaternary (23 – 0.01 Million years ago). In the Bayah Dome area, deposits of gold, silver and other metal minerals with economic value are also formed, so it is also known as the "Gold District" area, so this area has been known as a gold mine since the colonial era (colonialism). and mining activities are still ongoing in several places to this day. In the north-central part, there is a depression zone (valley) known as the Citorek Depression Zone or better known as the Land Above the Clouds. Internationally, the name Bayah Dome is widely known, especially among geographers (geologists).

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Vision: Lebak as a National Leading Tourism Destination Based on Local Potential. Various local potentials will be developed in an integrated manner through the development of the tourism sector as the leading sector so that it can accelerate regional economic development and realize an increase in people's welfare.

Mission: First, Geopark development is in line with regional development missions: Geopark is a new, sustainable, inclusive economic road that prioritizes local potential as the basis for tourism in Lebak Regency. Second, Optimizing regional economic recovery:

geopark development changes the paradigm of regional development, Geopark changes the paradigm from extraction to conservation, which also has implications for the economic growth rate of GRDP in Lebak Regency. Third, the development of geoparks contributes to the achievement of SDGS, there are at least 11 goals that can be achieved in the development of Geoparks which have been stated in the Bayah Dome Geopark Master Plan.

Regulations regarding the bayah dome geopark, first, Lebak regent Regulation No 54/2021 concerning the management of the bayah dome geopark. This regulation was made with the aim of becoming a guideline in the governance of the development of the Bayah Dome Geopark by taking into account the 3 pillars of the Geopark. This regulation was made to implement the provisions of the Bayah Dome Geopark Management Regulation in assisting local governments in achieving this

Table 1. List of Geodiversity

No.	Lokasi	Type Geodiversity
1.	Desa Sajira Mekar, Kecamatan Sajira, Kabupaten Lebak.	Cadas Kadatuan
2.	Desa Sobang, Kecamatan Sobang, Kabupaten Lebak	Curug Cikawah
3.	Desa Hariang, Kecamatan Sobang, Kabupaten Lebak	Gua Sanghiang
4.	Desa Sukaresmi, Kecamatan sobang, Kabupaten Lebak	Curug Cipicung
5.	Desa Citorek Kidul, Kecamatan Cibeber, Kabupaten Lebak	Curug Cisuren
6.	Desa Citorek Kidul, Kecamatan Cibeber, Kabupaten Lebak	Gunung Luhur
7.	Desa Hegarmanah, Kecamatan Cibeber, Kabupaten Lebak	Curug Ciporolak
8.	Desa Sukamulya, Kecamatan Cibeber, Kabupaten Lebak	KomplekMineralisasi Cirotan
9.	Desa Cibeber, Kecamatan Cibeber, Kabupaten Lebak	Batu Bedil
10.	Desa Sukamarga, kecamatan Sajira, Kabupaten Lebak	Fosil Kayu Sempur
11.	Desa Pasirgombang , Kecamatan Bayah, Kabupaten Lebak	Endapan Gunung Api Tua Bantar Gadung
12.	Desa Cibeber, Kecamatan Cibeber, Kabupaten Lebak	Gunung Luhur
13.	Desa Cibeber, Kecamatan Cibeber, Kabupaten Lebak	Endapan Delta Karang Taraje
14.	Desa Sawarna , Kecamatan Bayah, Kabupaten Lebak	Karang Bokor
15.	Desa Sawarna , Kecamatan Bayah, Kabupaten Lebak	Komplek Goa Langir
16.	Desa Sawarna , Kecamatan Bayah, Kabupaten Lebak	Tanjung Layar
17.	Desa Sawarna , Kecamatan Bayah, Kabupaten Lebak	Goa Lalay
18.	Desa Sawarna Timur, Kecamatan Bayah, Kabupaten Lebak	Endapan Turbidit Karang Taraje Sawarna
19.	Desa Sawarna Timur, Kecamatan Bayah, Kabupaten Lebak	Pantai Seupang
20.	Desa Lebaktipar, Kecamatan Cilograng, Kabupaten Lebak	Goa Lauk
21.	Desa Cijengkol, Kecamatan Cilograng, Kabupaten Lebak	Goa Wayang
22.	Desa Jatake, Kecamatan Panggarangan, Kabupaten Lebak	Goa Awipis Karang Kandang
23.	Desa Sindangratu, Kecamatan Panggarangan, Kabupaten Lebak	Intrusi Gunung Beleud
24.	Desa Karangkamulyan, Kecamatan Cihara, Kabupaten Lebak	Lignit Karang Mulya
25.	Desa Karangkamulyan, Kecamatan Cihara, Kabupaten Lebak	Karang Songsong
26.	Desa Cihara, Kecamatan Cihara, Kabupaten Lebak	Bukit Sodong
27.	Desa Cihara, Kecamatan Cihara, Kabupaten Lebak	Pantai Karang Meja
28.	Desa Lebakpeundeuy, Kecamatan Cihara, Kabupaten Lebak	Granodoit Cihara
29.	Desa Lebakpeundeuy, Kecamatan Cihara, Kabupaten Lebak	Batuan Metamorf Cihara

Source: Research results

In the Bayah dome geopark there are 27 Biodiversity locations as shown in the following :

1. Burung Luntur Harimau (*Harpactes Oreskios*), di Gunung Luhur Taman Nasional Gunung Halimun Salak.
2. Burung Cinenen Pisang (*Orthotomus Sutorius*). Di Gunung Luhur Taman Nasional Gunung Halimun Salak
3. Burung Tepus Pipi Perak (*Stachyris Melanothorax*), di Gunung Luhur Taman Nasional Gunung Halimun Salak
4. Mahoni (*Swietenia Macrophylla*), Damar (*Agathis Dammara*), dan Pinus (*Pinus Merkusii*) di Taman Wisata Alam Lebak Damar, Desa Hegarmah, Kecamatan Cibeber
5. Hutan Pinus Wates, Hutan Pinus, Sobang, Desa Majasari TN GN. Halimun Salak
6. Elang Beontok Fase gelap (*Spizaetus Cirrhatus*), di Hutan Suku Baduy Luar Leuwi Damar, Kanekes,
7. Takur Tulungtumpuk (*Psilopogon Javensis*) di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
8. Elang-Ular Bido (*Spilornis Cheela*) di Hutan Suku Baduy Luar Leuwi Damar, Kanekes.
9. Wergan Jawa (*Alcippe Pyrrhoptera*), di Hutan Suku Baduy Luar Leuwi Damar, Kanekes.
10. Cica Daun - Sayap Biru (*Chloropsis Cochinchinensis*), di Hutan Suku Baduy Luar Leuwi Damar, Kanekes.
11. Takur Tohtor (*Psilopogon Armilaris*), di Hutan Suku Baduy Luar Leuwi Damar, Kanekes.
12. Elang Jawa (*Nisaetus Bartelsi*), di Hutan Suku Baduy Luar Leuwi Damar, Kanekes.
13. Burung Takur Bututut (*Psilopogon Corvinus*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
14. Lutung Jawa (*Trachypithecus Auratus*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
15. Jelarang (*Ratufa Bicolour*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
16. Surili (*Presbytis Comate*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
17. Monyet Ekor Panjang (*Macaca Fascicularis*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes
18. Ular Sanca Bodo (*Python Molurus*), di Hutan Suku Baduy Luar Leuwidamar, Kanekes.
19. Meranti (*Shorea sp*), Hutan Adat Meranti, Hutan adat Kasepuhan Karang Desa Jagaraksa, Kecamatan Muncang Kab. Lebak.
20. Sikatan Belang (*Ficedula Westermanni*) di Hutan Adat Meranti, Hutan adat Kasepuhan Karang Desa Jagaraksa, Kecamatan Muncang Kab. Lebak.
21. Sepah Gunung (*Pericrocotus Miniatus*), di Hutan Adat Meranti, Hutan adat Kasepuhan Karang Desa Jagaraksa, Kecamatan Muncang Kab. Lebak.
22. Kadal Birah (*Phaenicophaeus Curvirostris*), di Hutan Adat Meranti, Hutan adat Kasepuhan Karang Desa Jagaraksa, Kecamatan Muncang Kab. Lebak.
23. Teh *Camellia Sinensis*, di Kawasan Budidaya Kebun Teh Cikuya

24. Pidada (*Sonneratia Caseolaris*) dan Api-Api (*Avicennia Alba*) di Kawasan Mangrove Danau Talanca Malingping
25. Macan Kumbang (Black Panther) di Kawasan Hutan TNGHS , Kecamatan Cibeber.
26. Macan Tutul (*Panthera Pardus*) di Kawasan Hutan TNGHS , Kecamatan Cibeber.
27. Elang Jawa (*Nisaetus Bartelsi*)

In the Bayah dome geopark there are 11 location Culturediversity:

1. Kampung Adat Suku Baduy
2. Kasepuhan Banten Kidul Kasepuhan Pasir Eurih
3. Situs Dan Makam Keramat Batu Masigit
4. Makam Keramat Prabu Dalam Wong Sagati
5. Peninggalan Masa Pra-Sejarah Situs Kosala
6. Peninggalan Tradisi Megalitik Batu Bedil
7. Tinggalan Masa Penjajahan Derek/ Lubang Akses Vein Cikotok
8. Jembatan Ex-Kereta Api Jepang
9. Kasepuhan Citorek
10. Kasepuhan Cisungsang
11. Situs Lebak Cibedug

Sumber : bayahdomegeopark.com, 2023

Geopark Bayah Dome Branding

According to the Director of the Bayah Dome Geopark Management Agency, Ir. Complete Kapiadi conveyed from the main work assignments of the Bayah Dome Geopark Manager, the main theme for the development of the Bayah Dome Geopark was formulated, namely, **“Berkah Dari Proses Kubah Bayah” (A Blessing From The Bayah Dome Process)** The preparation of appropriate plans and strategies and their implementation must be carried out carefully, in order to achieve the goals of Geopark development. Geopark development strategy specifically for tourism, formulated based on the results of an inventory, identification, analysis, strategic issues, principles, which are aligned with the vision, mission, goals, and policies. Communities and youth must be able to recognize and map the various potentials that exist so that they can be developed and able to develop participatory strategies and plans to preserve the Bayah Dome Geopark area.

In line with that, the next goal is to encourage the involvement of the community and youth as the main actors and actors, in efforts to preserve and develop a sustainable economy in the Geopark area, of course, they must prepare themselves as early as possible with their involvement in planning, implementation and management. Through quality training in the field of ecotourism and geotourism (special interest tourist destinations), it is hoped that innovative local business activities will be created, new jobs will be created and able to stimulate the growth of new sources of income from local economic potential (geoproducts).

He added that Lebak Regency has a lot of geological heritage as well as biological and cultural diversity which has the potential to be developed into a national and even international class Geopark. innovative and collaborative by involving all stakeholders (Pentahelix), also being able to guarantee the preservation of natural resources.

Determination of the leading Geotourism Geopark Bayah Dome

1. Tanjung Layar
2. Baduy
3. Defresi Citorek
4. Pantai Badegur
5. Kebun The Cikuya

The Bayah Dome Geopark development program has been included in the RPJMD of Lebak Regency. The implementation process is carried out in stages. It is hoped that in 2023 the Bayah Dome Geopark can become a National Geopark.

The tagline created is Explore the diversity of the Bayah Dome Geopark. We also make a greeting, namely "Greetings Geopark Bayah Dome", namely by forming the thumb and forefinger to form a circle that does not close so that it forms the letter G which comes from the Indonesian Geopark National Committee (KNGI) (Interview with Dentik, 2023).

The process of adding and developing stakeholders continues to be added. It requires the collaboration of many parties in managing 60% of the 28 Geodiversity locations including Biodiversity and Culturediversity (BGBD Director Interview, 2023). "We are still opening opportunities for all parties to manage it. Because there are still many destinations that have not been managed.

Community participation in this management year included, among others, Pentahelix from Academics, Government and the Community. Get collaboration with academia in the form of teaching, research and community service programs. Teaching includes UPI making a geopark textbook, Service with PTS in Banten, JPPM. Research with both State and Private Universities. Received collaboration from the Tourism Awareness Group in Lebak Banten and the Geopark Youth Forum. Received collaborative activities from study institutions including Unpad Geology, ITB and ESDM.

Promotion Geopark Bayah Dome

According to the Bayah Dome Geopark Promotion section (Zeki, 2023), the core promotion objective of promotional activities is that the product is becoming more known, close and in demand by many people, both local and foreign. This can be achieved if you succeed in getting new things that feel their needs are met with a product. Promotion is also useful for developing audience curiosity. When curiosity gets bigger, potential consumers tend to find out information about a product

The task of the promotion team, first, is to socialize and invite the community to take part in protecting and preserving the geological heritage in their area so that it does not suffer damage. Second, developing ecotourism potential and increasing public awareness about the importance of preserving geological heritage. Third, Geopark also introduces regional identity which will develop a sense of pride in the community for the existence of the natural surroundings.

The process of appointing them was by observing a number of selected names according to their abilities and intellectuals as well as playing an active role in developing regional potentials that are able to have an active role in supporting the vision and mission of the Lebak Regency Government.

The promotion team as well as the involvement of the community and youth as the main actors and actors, in efforts to preserve and develop a sustainable economy in the Geopark area, of course, must prepare themselves as early as possible by being involved in planning, implementing, and managing it. Through quality training in the field of ecotourism and geotourism (special interest tourist destinations), it is hoped that innovative local business activities will be created, new jobs will be able to stimulate the growth of new sources of income from local economic potential (geoproducts).

The target of the promotion is that people have purchasing power, product users, distributors and agents, consumers, company buyers or customers, as well as government parties that issue products from a company. In particular, the community is sufficient to determine the sustainability of the development of the Bayah Dome Geopark in their own area.

Creating promotional media :Instagram : bp.geoparkbayahdome, Facebook : Geopark Bayah Dome, Youtube : Geopark Bayah Dome. Pembuatan Logo dan mengurus merek Logo Geopark Bayah Dome terdaftar DJKI.

Logo of Geopark Bayah Dome



Source: www.bayahdomegeopark.com, 2023

Figure 1. Logo Geopark Bayah Dome

Creating website Geopark Bayah Dome <https://bayahdomegeopark.com/>. Website yang dibuat bayahdomegeopark.com copyright 2022, dengan fitur Home, tentang kami, Geodiversity, Culturediversity, Biodiversity, Informasi (Berita, Infografis, Video, Galeri Foto). This Website support by Universitas Serang Raya, Universitas Sultan Ageng Tirtayasa, Universitas Bhayangkara, JPPM, Universitas Pendidikan Indonesia.

The infographics that have been made are information on various destinations based on location. As depicted in the following infographic (bayahdome.geopark.com, 2023). Infographics containing location maps, distance information between locations, and destinations are a combination of destination categories, there are natural tourist attractions, artificial tourist attractions, lodging, places to eat. Infographics published on the website



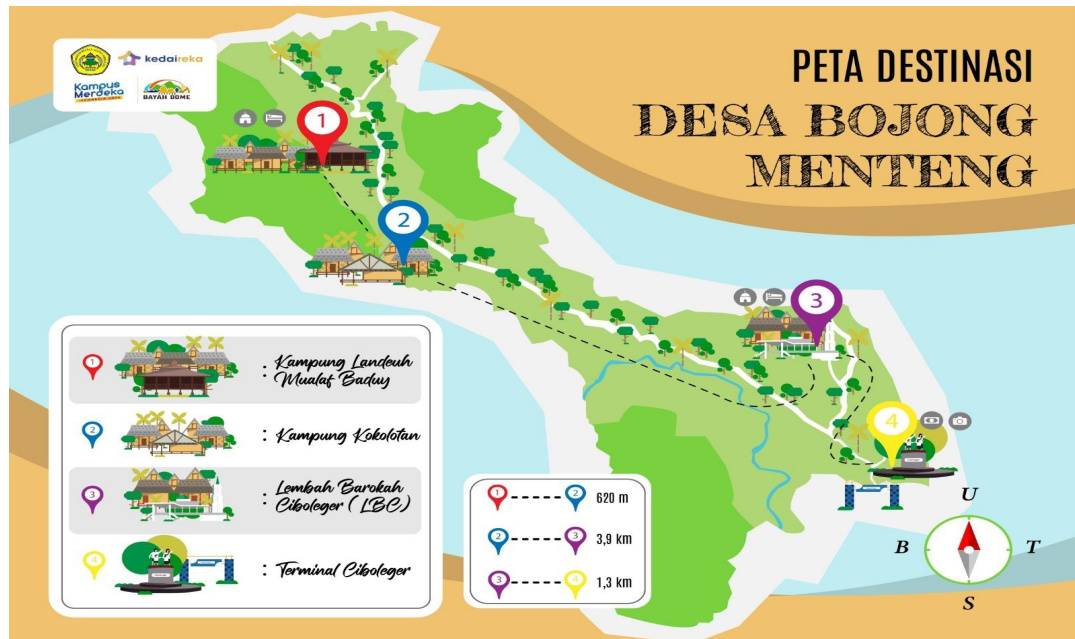
Source: www.bayahdomegeopark.com, 2023

Figure 2. Infografis Peta Destinasi Desa Citorek Kidul



Source: www.bayahdomegeopark.com, 2023

Figure 3. Infografis Peta Destinasi Desa Bayah Barat



Source: www.bayahdomegeopark.com, 2023

Figure 4. Infografis Peta Destinasi Desa Bojong Menteng

Exhibitions and Festivals, Participating in the Geopark Exhibition at the 1st UNESCO Global Geopark Youth Forum Seminar & Camp on Wednesday, 14 - 15 September 2022 at the Batur Volcano Museum/Geopark Information Center Jalan Raya Penelohan, Kintamani, Bangli, Bali The first exhibition to be participated in was an exhibition Geopark Exhibition 1st UNESCO Global Geopark Youth Forum . Second at the 2023 Seba Badui Exhibition, Bayah Dome Geopark Management Body Stand on 27-30 April 2023 in Rangkasbitung Square

Public Partisipation

Jaro Saija (Village Head) of 16 villages of approximately 16,800 residents said that Baduy values are needed for the Indonesian people, namely the value of justice, not taking those whose rights are open so that the people are well organized. Pak Jaro also explained that Bedouins are one of the Bayah Dome Geopark. From culture as well as nature. There are rocks near the huts that make professors both domestic and foreign to research. Geopark also helps market woven products from the Bedouin community. In Geopark everyone can contribute, the Tourism Office, Public Works, the community too.

Pak Farid, the Tourism Office, added that coordination was carried out with Pak Jaro before planning activities. For example, before Seba Bedouin, there was also the socialization of the Bayah Dome Geopark program which was launched from 2019. This was done because the Office encouraged community participation in the management and maintenance process. What was done was a discussion with Pak Jaro Saija.

Pokdarwis Agus Bule of Bojong Menteng Village added that the Bojong Menteng tourism awareness group carried out activities with the government, campuses and companies. The position of Bojong Menteng is a buffer village to the Bedouins and will also be the route passed after the nearest toll gate.

Collaborating with parties by collaborating on ideas, implementation and maintenance. The YBM PLN program gave birth to the village of Cahaya_landauh_ybmpln. Village Landauh (Baduy) Bojong Menteng Lebak Banten. Village of Baduy residents who embraced Islam who were assisted by Pokdarwis to make tour packages, establish guest houses and training for making small businesses and training from campuses. Mercuru Buana University Jakarta Campus, Faculty of Communication Lecturers and Students.

Together with YBM PLN is in the process of developing Educational Tourism even though it is not perfect. The submission completes with rides on palm trees, rides for the process of making palm sugar, machete making, rides on animal husbandry and honey production, and weaving practices. The establishment of 3 Home Stays already exists, the current stage is to complete other rides.

Sunawa, Village Secretary of Bojong Menteng added that the village government supports and encourages the community to be proactive. Even though the perspective of the community still needs to be encouraged to be more proactive. Especially after the Bayah Dome Geopark was proclaimed by the Government, so that the community is the key to developing nature and culture-based tourism in the Lebak area, Banten. Especially in Bojong Menteng which is a leading tourist area. The Village Government also collaborates with the government, academics to improve public facilities related to infrastructure.

Yayung Bella, VCO Creative Economy Actor said that the facilitation from the local government, agencies, academics in business development was very large. Training, workshops, access to banking systems, business loans, publications, promotions, sales and payment systems. Bayah Dome Geopark according to Yayung is a great potential for the development of Lebak's creative economy actors. We Creative Economy players often have discussions with various parties, thus opening up other development opportunities. Ever been invited as a speaker, collaborated on IG Live with other creative actors. Participating in production exhibitions and bazaars in various activities. Carrying greetings Geopark Bayah Dome in every activity.

Ardiansyah (Representative of Saija Adinda) knows about the Bayah Dome Geopark program since he became Saija Adida. Serving as tourism ambassadors keeps us updated with the latest programs from the Regency Government and related agencies. Lebak Regency Culture and Tourism Office, as well as the Information and Communication Service. In our activities, we make it a habit to greet the Bayah Dome Geopark. We accompany work visits to various destinations, both those that have been managed and those that have not. When visiting destinations that have been managed, we also carry out promotions on social media by creating promotional content.

At Taubah Foundation 60 Erry Rubrianto, focuses on Village Development and Disaster Care Education. Became a foundation that oversees the Bedouin Converts Village in Landauh. Community Joint Foundation activities in Islamic Religious Education to the community, also open cooperation with other non-political parties. Facilitate collaboration with YBM PLN, as well as other CSR companies and with academics.

Denti from the University of Serang conducted the Kedaireka program with the Bayah Dome Geopark Manager. The form of website creation and management of website content. It was also added that Kedaireka was also running with Sultan Ageng Tirtayasa University, with

Ecotourism Development Discussions, Focus Group Discussions, Digital Socialization and Promotion, HR Training and Kedai Reka Final Reporting.

Discussion

When referring to branding, it is more about guiding, nurturing, educating, nurturing, supporting and paying attention continuously so that it can grow and develop into a proud brand. The process requires time, commitment, energy, focus, strategy, competence and a mental attitude that doesn't give up easily. Referring to the findings of the research data, it can be described as follows: the naming process was started by the Ministry of Energy and Mineral Resources, which was carried out together with the Government of Lebak Regency. Naming Bayah Dome Geopark. The meaning developed is sustainable inclusive economic development. Local potential as a basis that makes the community key as a manager.

Bayah Dome was taken from one of the areas in Lebak which is a geological heritage that has been recognized internationally through Van Bemmelen's 1949 book entitled "The Geology of Indonesia and Adjacent Archipelagoes".

When viewed from the function of branding, it is (1) a differentiator, (2) a means of promotion and attraction, (3) an image builder, a giver of confidence, quality assurance, and prestige, (4) a means of controlling the market. From the data it can be analyzed that the branding function of Geopark Bayah Dome carries out these four functions. As a differentiator from other geoparks in Indonesia. As a means of promotion and building the attraction of stakeholders to be able to collaborate in the development of unmanaged destinations. The image building function is also carried out with a combination of Geo diversity, Bio diversity and Culture diversity. Greetings geopark made to give confidence to stakeholders to be able to collaborate, provide confidence in the development process and promising sustainable economic development programs. As well as the fourth function, namely means of controlling the market, management elements, hotels, rides and guaranteed profits from destination visitors.

The purpose of sales promotion is to increase sales, make consumers buy products or services, and get consumers. The purpose of sales promotion is also to motivate personal to achieve company or organizational goals that have been previously set, it is expected that the desired output is in accordance with what is expected. So sales promotion can also encourage the ability to profit from self-development, but companies or organizations are required to control their personal human resources (Kertonegoro, 2004).

The promotions carried out by the manager are aimed at the main stakeholders. Academics, the private sector, and the community as parties who can collaborate as managers. The two communities as visitors are in second position. This is in accordance with the choice of Promotional media: Social Media :

1. Website, bayahdomegeopark.com. Tag line of Inclusive and Global Travel Destinations
2. Instagram, @geopark.bayahdome, Facebook Geopark Bayah Dome, Youtube : Geopark Bayah Dome
3. Making the Bayah Dome Geopark Logo Brand
4. Development of Bayah Dome Geopark Android Application
5. Kedaireka Matching Fun Collaboration with Untirta, Unsera, Bhayangkara University

6. Exhibition, Bayah Dome Geopark Management Body Stand in the Seba Badui 2023 series
7. Comparative study

Bottom Up from the community in the form of the Geopark Youth Forum, Tourism Awareness Groups, Tourism Village Managers and Geosite and Geoheritage managers can open discussions of ideas and play an active role in education and training activities, comparative studies as well as limited discussions. Groups of artists, schools and universities also held discussions and proactively discussed programs. Collaborative Actors formed Tourism Awareness Groups, Tourism Village Managers, Traditional leaders, Academics, Young People, Village and District Governments, Companies, Students.

Conclusion

The conclusion is The Bayah Dome Geopark Management Agency was created to support this sustainable regional development, with a paradigm shift from extraction to conservation, through 3 main pillars namely, Protection, Education and Research and Community Economic Development. There are 28 Geodiversity, 27 Biodiversity and 11 Culturediversity, The key of this simultaneous with increasing public awareness about the importance of preserving geological heritage. Geopark also introduces regional identity which will develop a sense of pride in the community for the existence of nature around it. Managers make collaborative steps with stakeholders, design programs, comparative studies, make limited discussions. For Promotion, socialization is carried out by creating logos, slogans, direct meeting activities with tourism village activists, non-governmental organizations, government, also using social media campaign. Managers are still continuing to open opportunities for collaboration, especially for the 60% of destinations that have not been managed.

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