



## Leveraging Generative Artificial Intelligence for Digital Content Development to Promote Local Wisdom: A Community Empowerment Program in Mekarmaju Tourism Village, Bandung Indonesia

**Maya Ariyanti<sup>1,\*</sup>, M Yudha Febrianta<sup>2</sup>, Mesayu Ana Hanifah Yahsallah<sup>3</sup> M Farhan Ramadhan<sup>4</sup>**

<sup>1,2,3,4</sup> School of Economics and Business Telkom University, Bandung, Indonesia

 [ariyanti@telkomuniversiyt.ac.id](mailto:ariyanti@telkomuniversiyt.ac.id)

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### ABSTRACT

*The rapid development of generative artificial intelligence (AI) presents an opportunity to accelerate digital content creation in community-based tourism destinations. This community service program aims to empower residents of Mekarmaju Tourism Village, Ciwidey, Bandung Regency, by increasing their capacity to develop digital content that promotes local wisdom using generative AI tools. The program uses a participatory and community-centered approach, consisting of needs assessments, practical training, and mentoring activities involving village officials, youth organizations, state-owned enterprises (BUMN), and local micro, small, and medium enterprises (MSMEs). The training materials focus on AI-assisted content ideation, scriptwriting, visual design, short video script writing, and content planning for digital tourism promotion.*

*The study results showed significant improvements in digital literacy, creative confidence, and participants' ability to produce digital content rooted in local culture. Participants successfully produced promotional content aligned with local narratives, including tourism visuals, social media captions, and content templates. The program demonstrated that generative AI could serve as an effective driver for community empowerment by reducing technical barriers to content production while maintaining the authenticity of local wisdom. This study contributes to the literature on community service and rural tourism development by highlighting the strategic role of AI in supporting sustainable digital transformation at the village level.*

**Keywords:** generative artificial intelligence; digital content; tourism villages; community empowerment; local wisdom



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## A. INTRODUCTION

The pace of digital transformation has dramatically altered how destinations are marketed and experienced, harnessing the power of social media and user-generated digital content. Visual storytelling together not only with short-form videos, but also interactive



content creation has emerged as the prevailing instruments to constructing destination image and adapting tourists' decision-making (Xiang et al., 2017; Tussyadiah & Fesenmaier, 2009). While digital platforms offer rich opportunities for tourism villages (desa wisata) in Indonesia to go global, rural communities continue to encounter constraints in terms of their digital literacy, creative skills and ability to produce content (Sari & Nugroho, 2022).

This day Artificial Intelligence (AI), with generative AI offer a new way for communication in digital media. Generative AI enables users to create textual, visual also audiovisual content more efficient by supporting idea, copywriting, design and video scripting process (Kaplan & Haenlein, 2019; Dwivedi et al., 2023). AI has been using for strategic enabler for enhances productivity with lowers creative barriers and democratizes access to digital promotion tools for small organization and local communities included in tourism and marketing context (Buhalis & Leung, 2018; Mariani & Borghi, 2019).

Empirical tourism studies show that AI-assisted content creation can enhance destination promotion, particularly for destinations with limited marketing budgets (Gretzel et al., 2020; Seo et al., 2025). At the community engagement level, several community service (abdimas) programs in Indonesia demonstrate that integrating AI into digital marketing and content development training improves participants' ability to produce promotional content for tourism villages and MSMEs more rapidly and creatively (Hamdi, 2025; Setiawan et al., 2024). However, many programs emphasize technical tool usage rather than cultural contextualization and sustainable content management.

Mekarmaju Tourism Village in Ciwidey subdistrict is a countryside with high natural potential, agribusiness and culinary heritage supported by local wisdom. Community-based tourism literature ensures that these genuine local resources are essential for sustainable destination development (Richards & Hall, 2000; UNWTO, 2018). Nevertheless, previous digital marketing initiatives in tourism village in Mekarmaju indicating social media usage and website management can be improved through training, content consistency and creative production remain major challenges due to limited time, skills, and professional resources (Kharisma et al., 2025).

This article aims to document an AI-based digital content development training program implemented in Mekarmaju Tourism Village. Specifically, the program seeks to improve the community's digital literacy regarding generative AI, strengthen the capacity of local stakeholders to produce culturally rooted digital content, and establish a sustainable workflow for village tourism promotion.

## **B. METHODS**

Since 2024, the Faculty of Economics and Business has been collaborating with Mekarmaju Village to conduct community service activities with the aim of developing Mekarmaju Village into a tourist village. One of these activities is through training and mentoring activities organized by the Faculty of Economics and Business at Telkom University. As part of a community service program focused on digital marketing for the Mekarmaju Tourism Village, the Faculty of Economics and Business at Telkom University implemented a series of systematic and integrated methods, based on the principles of collaboration, empowerment, and the use of technology. The following steps were taken in implementing this program:

1. The community service team visited and collaborated with Mekarmaju Village to assist the village in developing its tourism program.
2. AI-based digital marketing content training was conducted. The digital marketing training was held to provide knowledge and skills to village residents, particularly local



entrepreneurs, on how to create content using AI technology to market tourism products on digital media. This training was followed by a discussion in a WhatsApp group. The training covered topics such as the use of content management and how to create AI-based digital media content.

### C. RESULTS AND DISCUSSION

This program significantly improved participants' understanding of AI concepts and their practical applications. Many participants who initially lacked confidence in digital content creation became able to independently produce visual and textual promotional materials. This finding aligns with previous research showing that AI tools lower technical barriers to digital participation in rural communities (Sari & Nugroho, 2022).

Participants successfully produced a variety of digital content like in Table 1, such as: Tourism posters highlighting the village's natural landscape and culture, Professional-looking product photos for local MSMEs, Short story videos showcasing village traditions and daily life.

AI tools played a crucial role in enhancing visual quality while preserving cultural narratives originating from the community itself. This demonstrates that AI does not replace local values but can strengthen them when used appropriately. The results of the activity demonstrate that AI can serve as a catalyst for developing a village-based creative economy and strengthening digital village branding, especially when combined with ongoing mentoring and institutional support.

Table 1. Comparison Before and After Training

No	Before Training	After Training
1	Participants know about AI but never used it	Participant can used AI
2	Participant does not understand how to make digital content	Participant can make digital content using AI

By using AI, it is hoped that social media content will be developed to be more creative, varied and interesting.

### D. CONCLUSION

This community service program demonstrates that Artificial Intelligence (AI) can effectively empower rural communities by enhancing digital literacy, creativity, and promotional skills. Mekarmaju Village demonstrates that developing AI-based digital content enables residents to promote local wisdom in a modern yet authentic manner. This program contributes to rural digital transformation by positioning AI as an accessible and inclusive technology for community empowerment. However, special oversight is required to ensure that AI output does not violate ethics and offend others. Another drawback is the limited availability of gadgets and ideas that comply with applicable norms. Future initiatives should focus on long-term mentoring and integration with village tourism and MSME development strategies.



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## **F.AUTHOR CONTRIBUTIONS**

Maya Ariyanti was involved in designing community service programs, coordinating with village governments and youth organizations, implementing digital content training, and writing and editing article manuscripts. M Yudha Febrianta contributed to the implementation of AI-based content training and coaching activities, M Farhan contributed to technical activities in AI-based training, collected quantitative data. Meanwhile, Mesayu Ana was involved in developing activity evaluation instruments, documenting and publishing activities through digital media, and preparing the results and discussion sections of the articles.

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