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A Community Empowerment Model for Integrating Pearl, Weaving, and Culinary MSMEs into Senggigi's Sustainable Tourism Value Chain

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Abstract: The Senggigi tourism area possesses considerable potential for creative economy development through pearl artisans, traditional weaving artisans, and local culinary MSMEs. However, these businesses continue to face fragmented marketing practices, inconsistent destination branding, limited digital storytelling capabilities, and weak collaboration among business sectors, reducing their contribution to the sustainable tourism value chain. This community service program aimed to strengthen the competitiveness and collaborative capacity of 36 artisan MSMEs in Senggigi through participatory capacity building, destination branding, digital storytelling, mentoring, and collaborative marketing. The program employed a Participatory Action Research approach involving needs assessment, capacity building, mentoring and co-creation, and evaluation and reflection. The results indicate improved participant awareness of destination branding, increased ability to develop product narratives and digital promotional content, and stronger opportunities for cross-promotion and product bundling. The program also produced a Community Empowerment Model integrating community-based tourism, destination branding, digital storytelling, collaborative marketing, and a sustainable tourism value chain.

Keywords: *Community Empowerment, Collaborative Branding, Digital Storytelling, Artisan Msmes, Sustainable Tourism Value Chain.*

Indonesian Abstract: *Kawasan pariwisata Senggigi memiliki potensi besar bagi pengembangan ekonomi kreatif melalui perajin mutiara, perajin tenun tradisional, dan UMKM kuliner lokal. Namun, pelaku usaha masih menghadapi pemasaran yang terfragmentasi, pencitraan destinasi yang belum konsisten, keterbatasan kemampuan bercerita secara digital, dan lemahnya kolaborasi antarsektor usaha sehingga kontribusinya terhadap rantai nilai pariwisata berkelanjutan belum optimal. Program pengabdian kepada masyarakat ini bertujuan memperkuat daya saing dan kapasitas kolaboratif 36 UMKM kerajinan di Senggigi melalui penguatan kapasitas partisipatif, pencitraan destinasi, penceritaan digital, pendampingan, dan pemasaran kolaboratif. Program menggunakan pendekatan Participatory Action Research yang meliputi asesmen kebutuhan, penguatan kapasitas, pendampingan dan kreasi bersama, serta evaluasi dan refleksi. Hasil menunjukkan peningkatan pemahaman*

peserta mengenai pencitraan destinasi, kemampuan menyusun narasi produk dan konten promosi digital, serta peluang promosi silang dan bundling produk. Program ini juga menghasilkan Model Pemberdayaan Masyarakat yang mengintegrasikan pariwisata berbasis masyarakat, pencitraan destinasi, penceritaan digital, pemasaran kolaboratif, dan rantai nilai pariwisata berkelanjutan.
Keywords: Pemberdayaan Masyarakat, Pencitraan Kolaboratif, Penceritaan Digital, UMKM Kerajinan, Rantai Nilai Pariwisata Berkelanjutan.

INTRODUCTION

Tourism has become one of the most important drivers of regional economic development, particularly in developing countries where local communities rely heavily on tourism-related activities for employment, entrepreneurship, and income generation. Beyond its contribution to economic growth, contemporary tourism emphasizes sustainability by integrating economic prosperity, environmental conservation, and social inclusion. Within this context, Micro, Small, and Medium Enterprises (MSMEs) play a fundamental role because they provide tourism products and services that reflect local culture, strengthen destination competitiveness, and distribute tourism benefits directly to local communities (UN Tourism, 2024; OECD, 2020).

The growing emphasis on sustainable tourism has shifted attention from attracting visitors to creating integrated tourism experiences that generate value for both tourists and host communities. Such experiences are increasingly supported by local creative industries, including handicrafts, traditional textiles, culinary products, and cultural performances, which contribute to destination authenticity and differentiation (Richards, 2021; UN Tourism, 2024; OECD, 2020) Consequently, strengthening local MSMEs is not only an economic strategy but also an essential component of preserving cultural heritage while enhancing the sustainability of tourism destinations (UN Tourism, 2024; Scheyvens & Biddulph, 2018)

Senggigi, located in West Lombok Regency, West Nusa Tenggara Province, is one of Indonesia's prominent coastal tourism destinations, attracting both domestic and international visitors. The area possesses abundant cultural and creative resources, particularly pearl handicrafts, traditional weaving products, and local culinary specialties that represent the identity of the Sasak community. These artisan MSMEs have considerable potential to enrich tourists' experiences while contributing to local economic development. Nevertheless, many businesses continue to operate independently with limited collaboration, resulting in fragmented product promotion and underutilization of the destination's collective branding potential (West Nusa Tenggara Provincial Tourism Office, 2024; Briedenhann & Wickens, 2004)

Despite the quality and uniqueness of local products, several challenges constrain the competitiveness of artisan MSMEs in Senggigi. Many business owners have limited capabilities in destination branding, digital storytelling, product presentation, and digital marketing. Promotional activities are generally conducted individually without integrated narratives that connect different local products into a unified tourism experience. Furthermore, collaboration among pearl artisans, weaving artisans, and culinary producers remains relatively weak, reducing opportunities for cross-promotion, product bundling, and collective market expansion. These limitations hinder the integration of local creative products into Senggigi's sustainable tourism value chain (Sigala, 2018; Hays, Page, & Buhalis, 2013)

Previous community empowerment initiatives have primarily focused on improving technical production skills, financial management, or general entrepreneurship training. Although these interventions have contributed to business development, they often overlook the importance of collaborative branding, destination-based marketing, and digital storytelling as strategic tools for enhancing tourism competitiveness. Likewise, studies on community-based tourism have emphasized community participation and local economic empowerment,

while limited attention has been given to integrating multiple artisan sectors into a collaborative tourism value chain through destination-oriented branding and marketing approaches (Scheyvens, 1999; Timothy, 2007)

To address these challenges, this community service program implemented a participatory empowerment approach involving pearl artisans, traditional weaving artisans, and culinary MSMEs in the Senggigi tourism area. The program combined capacity building, collaborative branding, digital storytelling, mentoring, and evaluation within a Participatory Action Research (PAR) framework. By emphasizing collaboration rather than individual business development, the program encouraged participants to co-create destination narratives that strengthen Senggigi's tourism identity while increasing the visibility and marketability of local products.

The novelty of the proposed Community Empowerment Model lies in its integration of five complementary perspectives—Community-Based Tourism, Destination Branding, Digital Storytelling, Collaborative Marketing, and Sustainable Tourism Value Chain—into a single participatory framework for artisan MSMEs. Unlike previous empowerment programs that primarily emphasize technical training or individual business development, the proposed model positions artisan MSMEs as interconnected actors within a destination ecosystem, enabling collective branding, integrated marketing, and collaborative value creation to strengthen sustainable tourism competitiveness.

Therefore, this article aims to describe the implementation and outcomes of a community service program entitled "Integrating Pearl, Weaving, and Culinary MSMEs into Senggigi's Sustainable Tourism Value Chain." In addition to reporting the implementation process, the article proposes a Community Empowerment Model that can serve as a practical reference for universities, local governments, tourism organizations, and development agencies seeking to strengthen artisan MSMEs while promoting sustainable tourism development in other cultural tourism destinations.

METHODS

Research Design

This community service program employed a Participatory Action Research (PAR) approach, which emphasizes the active involvement of community members throughout the planning, implementation, evaluation, and reflection stages. PAR was selected because it enables researchers and community partners to collaboratively identify local challenges, develop practical solutions, implement intervention programs, and evaluate the outcomes. Unlike conventional training programs, PAR encourages continuous interaction between facilitators and participants, ensuring that the intervention addresses the actual needs of local MSMEs while promoting sustainable community empowerment.

The program adopted a capacity-building model that integrated Community-Based Tourism (CBT), destination branding, digital storytelling, collaborative marketing, and sustainable tourism value chain concepts into a comprehensive community empowerment framework. This integrated approach enabled participants to collaboratively identify local challenges, co-create marketing strategies, and strengthen the competitiveness of artisan MSMEs within the Senggigi tourism destination.

Research Location and Duration

The community service program was conducted in the Senggigi tourism area, West Lombok Regency, West Nusa Tenggara Province, Indonesia, on 15 July 2026 as part of the International Conference on Sustainable Economics, Management, and Accounting (ICSEMA) 2026 Community Service Program. Senggigi was selected as the implementation site because it is one of Indonesia's leading coastal tourism destinations, supported by diverse creative MSMEs specializing in pearl jewelry, traditional weaving, and local culinary products. These

MSMEs play a strategic role in enriching tourists' experiences while preserving Lombok's cultural heritage.

Participants

The participants of this community service program consisted of 36 local Micro, Small, and Medium Enterprises (MSMEs) operating within the Senggigi tourism area. The participants represented three creative industry sectors closely associated with tourism activities, namely eight pearl artisans (22.2%), seven traditional weaving artisans (19.5%), and twenty-one culinary producers (58.3%).

Participants were selected using purposive sampling through coordination with the community service committee and local stakeholders. The selection criteria included: (1) actively operating a tourism-related MSME in the Senggigi area; (2) producing authentic local products; (3) being willing to participate throughout the empowerment program; and (4) demonstrating commitment to implementing the knowledge and skills acquired during the mentoring activities.

The diversity of participants enabled the program to encourage collaboration among complementary tourism-supporting industries and facilitated the development of an integrated destination-based marketing ecosystem.

Community Service Stages

The program was implemented through four interrelated stages over the course of the community service activities.

Stage 1. Needs Assessment

The initial stage focused on identifying the participants' existing business conditions through direct field observations, informal interviews, and interactive discussions. Particular attention was given to business branding, product packaging, marketing practices, utilization of digital media, and opportunities for collaboration among pearl, weaving, and culinary MSMEs.

Stage 2. Capacity Building

Based on the identified needs, participants attended an interactive workshop covering: Destination branding, Digital storytelling, Product value proposition, Smartphone product photography, Social media content development, Collaborative marketing, and Sustainable tourism value chain. The workshop combined conceptual presentations with practical exercises using participants' own products.

Stage 3. Mentoring and Co-Creation

Following the training session, participants received direct mentoring to improve their marketing capabilities. Activities included developing product narratives, refining branding elements, enhancing promotional content, and encouraging collaborative marketing initiatives among the three MSME groups.

Participants also discussed opportunities for cross-promotion and product bundling to strengthen Senggigi's tourism identity.

Stage 4. Evaluation and Reflection

The final stage evaluated participants' learning outcomes and gathered feedback regarding the effectiveness of the empowerment activities. Reflection sessions were conducted collaboratively to identify achievements, remaining challenges, and future opportunities for sustaining collaborative marketing practices beyond the program.

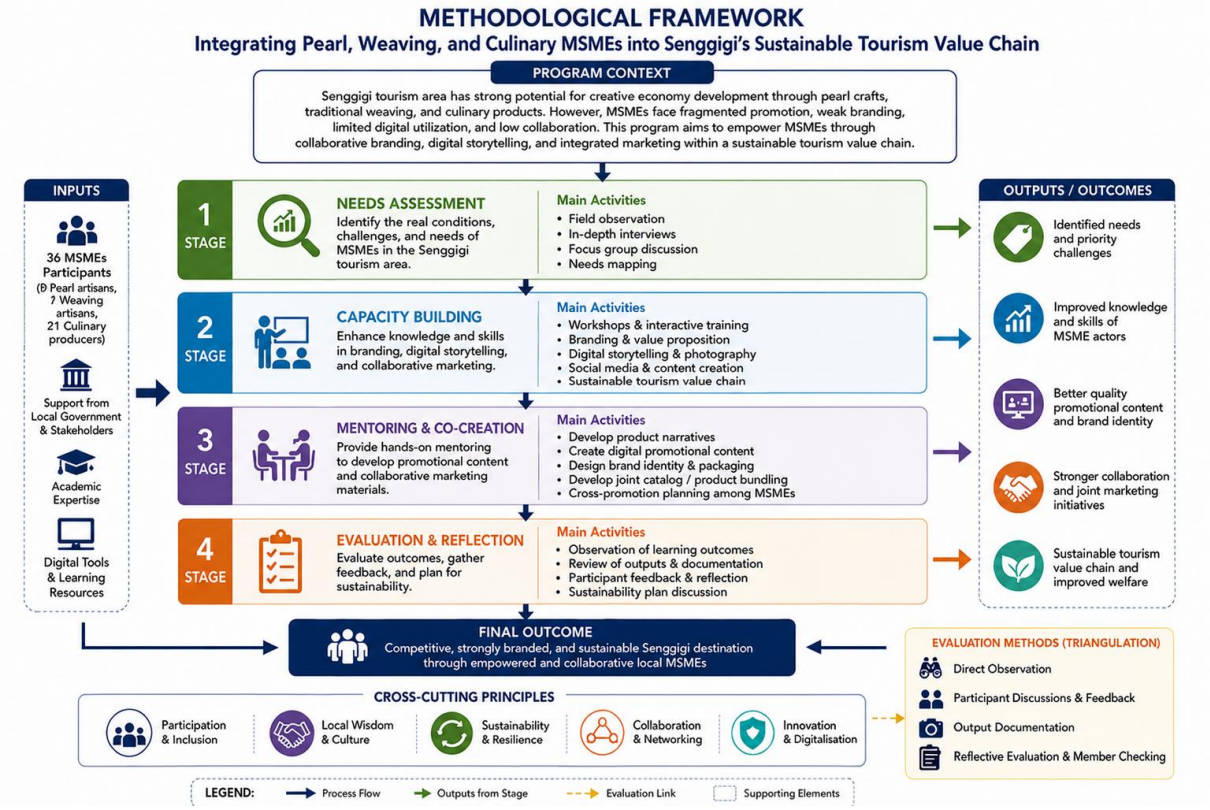


Figure 1. Methodological Framework for Integrating Pearl, Weaving, and Culinary MSMEs into Senggigi's Sustainable Tourism Value Chain

Table 1. Indicators for Evaluating Community Empowerment Outcomes

Evaluation Dimension	Indicator
Knowledge	Understanding of destination branding concepts
Knowledge	Understanding of digital storytelling techniques
Skills	Ability to develop product narratives
Skills	Ability to create digital promotional content
Branding	Improvement of product identity and branding consistency
Marketing	Development of collaborative promotional materials
Collaboration	Establishment of cross-promotion among pearl, weaving, and culinary MSMEs
Sustainability	Participants' commitment to maintaining collaborative marketing initiatives

RESULTS AND DISCUSSION

Initial Conditions of Senggigi Artisan MSMEs

The community empowerment program involved 36 MSME actors operating in the Senggigi tourism area, West Lombok Regency. The participants represented three tourism-supporting creative sectors: eight pearl artisans, seven traditional weaving artisans, and twenty-one culinary producers. Culinary MSMEs constituted the largest participant group, accounting for 58.3% of the total participants, followed by pearl artisans at 22.2% and weaving artisans at 19.5%.

Table 2. Distribution of Community Empowerment Participants

MSME category	Number of participants	Percentage
Pearl artisans	8	22.2%
Traditional weaving artisans	7	19.5%
Culinary producers	21	58.3%
Total	**36**	**100.0%**

Source: Community service program data, [2026].

The initial assessment was conducted through field observation, informal interviews, group discussion, and review of participants' existing promotional media. The assessment indicated that the three MSME groups possessed distinctive products with strong cultural and tourism value. Pearl jewelry represented Lombok's premium craft identity, traditional weaving reflected local cultural heritage, and culinary products complemented tourists' consumption and souvenir experiences.

The findings indicate that the main constraints experienced by participating MSMEs were associated with marketing integration rather than product quality. Similar conditions have been reported in previous studies, which found that tourism-related MSMEs frequently possess unique products but lack integrated destination branding, collaborative promotion, and digital marketing capabilities, thereby reducing their competitiveness in tourism destinations (Pike & Page, 2014; Hays et al., 2013; OECD, 2020). This confirms that strengthening marketing capacity is essential for improving the contribution of local enterprises to sustainable tourism development.

Despite these strengths, the participating MSMEs faced several common marketing challenges. Product promotion was generally undertaken independently, brand messages were not consistently connected to Senggigi's destination identity, and collaboration across the three business categories remained limited. Several participants also relied primarily on direct sales, personal messaging applications, word-of-mouth communication, or individually managed social media accounts.

The initial condition demonstrated that the main challenge was not product availability, but the limited integration of these products into a coherent tourism experience. Pearl crafts, woven products, and local snacks were marketed as separate commodities rather than as complementary elements of Senggigi's tourism value chain. This fragmentation reduced opportunities for cross-promotion, joint product packaging, and the development of a shared destination narrative.

These findings are also consistent with the concept of community-based tourism, which emphasizes that tourism value is created not only through individual products but through collaboration among community stakeholders who jointly create authentic visitor experiences (Scheyvens, 1999; Giampiccoli & Mtapuri, 2015). Therefore, integrating pearl, weaving, and culinary MSMEs into a unified tourism value chain represents an important strategy for strengthening destination competitiveness.

Table 3. Initial Marketing Conditions of Participating MSMEs

Assessed aspect	Initial condition	Main issue identified
Brand identity	[Inconsistent/partially developed]	Brand elements were not consistently applied
Product storytelling	[Limited]	Cultural and production stories were rarely communicated
Digital promotion	[Basic/moderate]	Digital media were used mainly for product display
Product photography	[Basic]	Visual quality and presentation were inconsistent
Cross-product promotion	Limited or unavailable	MSMEs promoted their products independently
Joint catalogue	Unavailable	No shared promotional platform was identified
Destination association	Limited	Products were not consistently connected to Senggigi's identity

Implementation of Collaborative Branding Activities

The intervention was implemented through participatory workshops, practical exercises, mentoring, and co-creation activities. Rather than treating the three MSME categories as unrelated business groups, the program positioned pearl products, traditional weaving, and culinary products as complementary components of Senggigi's tourism experience.

The participatory approach adopted in this program reflects the principles of Participatory Action Research (PAR), where researchers and community members collaboratively identify problems, design interventions, and evaluate outcomes. Such collaborative learning processes have been shown to increase community ownership, improve knowledge transfer, and enhance the sustainability of empowerment initiatives (Reason & Bradbury, 2008).

The first activity introduced the concept of destination-based branding. Participants were encouraged to identify the unique values of their products and connect them with Senggigi and Lombok through visual identity, product descriptions, cultural narratives, and customer experience. The activity emphasized that effective branding should communicate not only what the product is, but also its origin, meaning, production process, and relevance to visitors. Destination branding extends beyond visual identity and promotional slogans. Instead, it represents the collective image of a destination formed through cultural identity, stakeholder collaboration, and visitor experiences (Kavaratzis & Hatch, 2013). By connecting artisan products with Senggigi's identity, participants were encouraged to position their products as cultural experiences rather than isolated commercial goods.

The second activity focused on digital storytelling. Participants practiced transforming product information into short promotional narratives suitable for social media, digital catalogues, and messaging platforms. Pearl artisans were encouraged to communicate craftsmanship, material characteristics, authenticity, and product-care information. Weaving artisans developed narratives relating to motifs, production techniques, cultural meanings, and the role of local artisans. Culinary producers focused on ingredients, local flavors, production methods, serving suggestions, and suitability as tourism souvenirs. Digital storytelling has become an increasingly important tourism marketing strategy because authentic narratives strengthen emotional engagement and improve tourists' perceptions of destination authenticity (Sigala, 2018; Ghaderi et al. (2023)Previous studies also suggest that storytelling increases product differentiation and customer trust, particularly for cultural and creative industries.

The third activity addressed product photography and digital content development. Participants used their own products during practical sessions and learned how to improve lighting, background selection, product arrangement, visual consistency, and caption writing. This practical format allowed participants to apply the material directly to their business context.

The fourth activity promoted collaborative marketing. Participants explored opportunities to combine products through cross-promotion, shared catalogues, recommendation networks, and product bundling. Potential combinations included pearl accessories accompanied by traditional woven packaging, curated souvenir packages, and culinary gift sets promoted together with cultural craft products. The collaborative marketing activities introduced during the program also support previous findings that partnerships among local tourism businesses enhance destination competitiveness through resource sharing, integrated promotion, and expanded market access (Fyall et al., 2012).

The participatory format was important because the facilitators did not impose a standardized branding model. Product stories, visual elements, and collaboration ideas were developed through dialogue with participants to ensure that the outputs remained consistent with local identity and actual business capacity.

Table 4. Implementation of Collaborative Branding Activities

Activity	Main content	Participant involvement	Expected output
Needs assessment	Business conditions, marketing barriers, and digital readiness	Interviews, observation, and discussion	Priority needs map
Destination branding	Brand identity, value proposition, and destination association	Brand-mapping exercise	Improved brand direction
Digital storytelling	Cultural stories, production processes, and product value	Narrative-writing practice	Product story drafts

Product photography	Lighting, background, composition, and visual consistency	Direct product-photo practice	Improved product images
Collaborative marketing	Cross-promotion, joint catalogue, and product bundling	Group co-creation	Collaborative marketing plan
Reflection	Benefits, obstacles, and follow-up	Participant feedback	Sustainability recommendations

Source: Program implementation records, 2026.

Improvement in Participants' Marketing Capacity

The effectiveness of the community service program was evaluated through direct observation, participant discussions, mentoring sessions, and documentation of the outputs produced during the activities. Rather than measuring participants' knowledge using formal pre-test and post-test instruments, the evaluation focused on observable improvements in branding practices, digital promotion, collaborative marketing, and participants' engagement throughout the program.

Following the training and mentoring sessions, participants demonstrated improved awareness of destination branding concepts and greater confidence in communicating the value of their products through digital storytelling. Many participants actively developed product narratives, improved product presentation, and explored opportunities for cross-promotion with other artisan MSMEs. Collaborative discussions also encouraged participants to consider joint promotional strategies that strengthen Senggigi's tourism identity. These observations indicate that experiential learning combined with direct mentoring is more effective than classroom-based knowledge transfer alone. Practical application enables participants to internalize branding concepts while adapting them to their own business contexts, thereby improving confidence and implementation capacity (Kolb, 1984; Zimmerman, 2000).

These observed outcomes indicate that participatory capacity building can effectively enhance participants' marketing capabilities while fostering stronger collaboration among pearl artisans, weaving artisans, and culinary producers. The findings further support the importance of integrating branding, storytelling, and collaborative marketing into community empowerment programs for tourism-related MSMEs. Similar outcomes have been documented in community empowerment programs involving tourism MSMEs, where improvements in branding capability, digital communication, and stakeholder collaboration contributed to stronger destination competitiveness and increased community participation (Sari et al., 2024).

Table 5. Changes in Participants' Marketing Capabilities

Marketing Capability	Evidence Observed During the Program
Destination branding awareness	Participants discussed destination identity during workshop sessions
Product storytelling	Participants developed product narratives highlighting local culture
Product presentation	Improved product displays and promotional photographs during mentoring
Digital promotion	Participants practiced creating promotional content using smartphones
Collaborative marketing	Discussions on cross-promotion and joint promotion among MSMEs
Networking	Increased interaction among pearl, weaving, and culinary producers

The improvement in participants indicates that combining conceptual explanation with direct practice was more beneficial than delivering technical material alone. Participants did not merely receive information about branding and digital promotion; they applied the concepts to their own products, received feedback, and revised their outputs during the mentoring process.

However, increases in knowledge should not automatically be interpreted as long-term business improvement. Knowledge acquisition represents an immediate outcome, whereas sustained application, wider market access, customer engagement, and sales growth require longer-term monitoring. This distinction is important to prevent the program from overstating

its impact. Consequently, future empowerment initiatives should incorporate longitudinal monitoring to evaluate whether improvements in knowledge translate into measurable business outcomes such as increased sales, customer loyalty, digital engagement, and business resilience. Such long-term evaluation is widely recommended in community development research (OECD, 2020; UN Tourism, 2024).

Table 6. Community Service Implementation Schedule

Stage	Activity	Date
Preparation	Coordination with committee and preparation of training materials	Before 15 July 2026
Stage 1	Needs assessment and participant identification	15 July 2026
Stage 2	Capacity-building workshop	15 July 2026
Stage 3	Mentoring and collaborative branding activities	15 July 2026
Stage 4	Evaluation, reflection, and documentation	15 July 2026

Source: Community service program documentation (2026).

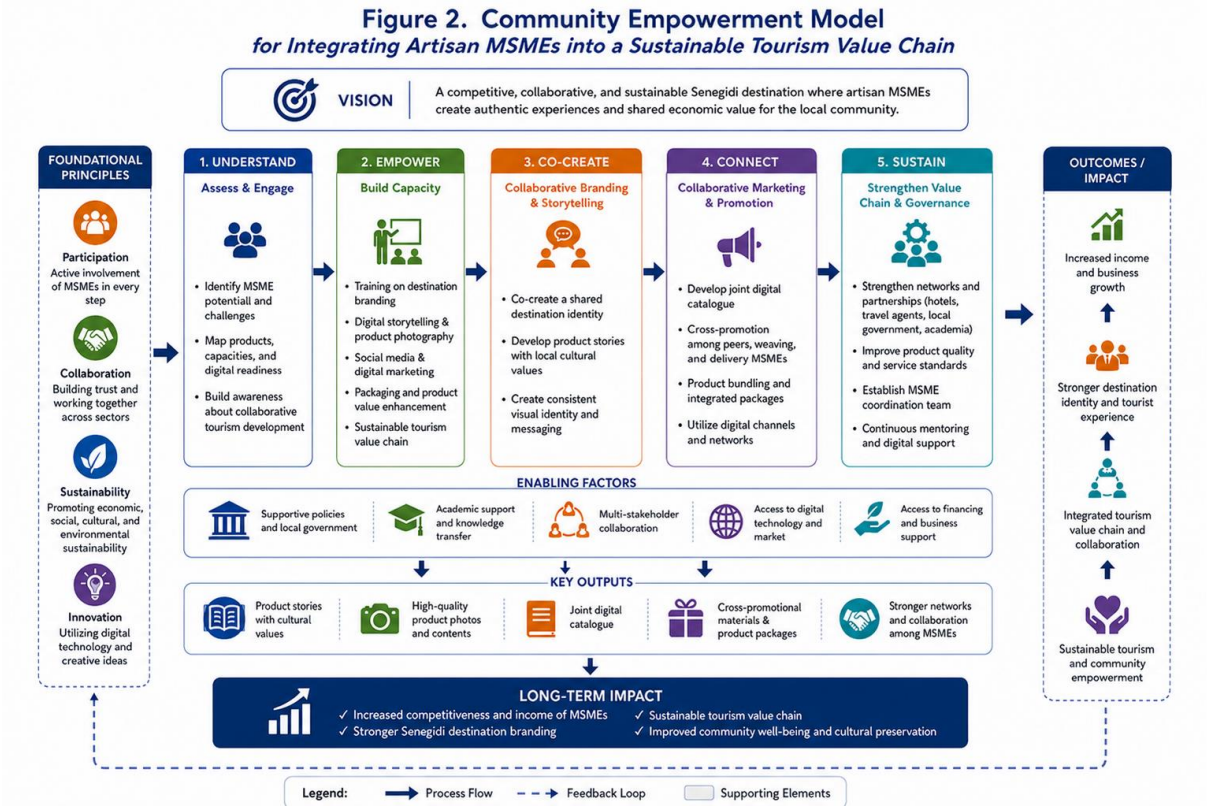


Figure 2. Community Empowerment Model for Integrating Artisan MSMEs into a Sustainable Tourism Value Chain

Figure 2 illustrates the conceptual model developed from the implementation of the community service program. The model synthesizes the empowerment process undertaken with pearl artisans, traditional weaving artisans, and culinary MSMEs in the Senggigi tourism area into a structured framework for strengthening sustainable tourism through collaborative community empowerment. The proposed Community Empowerment Model extends previous empowerment frameworks by integrating five complementary perspectives: community-based tourism, destination branding, digital storytelling, collaborative marketing, and sustainable tourism value chain principles. While earlier studies generally examined these concepts separately, this model demonstrates how they can operate simultaneously within a participatory empowerment process to strengthen tourism destinations.

The model begins with four foundational principles, namely participation, collaboration, sustainability, and innovation. These principles emphasize that successful community empowerment should actively involve MSMEs throughout every stage of the program,

encourage collaboration among stakeholders, promote long-term sustainability, and support innovation through the utilization of digital technology and creative approaches. Rather than functioning as isolated values, these principles serve as the foundation guiding all intervention activities.

The first operational stage, Understand, focuses on identifying the existing conditions of participating MSMEs. During this stage, facilitators conducted field observations, interviews, and interactive discussions to assess participants' business characteristics, digital readiness, branding conditions, marketing practices, and collaboration opportunities. This participatory assessment ensured that subsequent interventions addressed actual community needs instead of externally imposed assumptions.

The second stage, Empower, concentrates on strengthening participants' capacities through interactive training and practical learning activities. Participants were introduced to destination branding, digital storytelling, social media utilization, product photography, packaging improvement, and sustainable tourism value chain concepts. The objective of this stage was not merely to transfer knowledge but to develop practical competencies directly applicable to participants' businesses.

The third stage, Co-create, represents the central innovation of the empowerment model. Unlike conventional training programs that focus on individual business improvement, participants collaboratively developed destination-oriented branding strategies, cultural product narratives, and consistent promotional messages reflecting Senggigi's tourism identity. Product storytelling was co-created by integrating local culture, production processes, and authentic community values into digital promotional materials.

The fourth stage, Connect, emphasizes collaborative marketing among participating MSMEs. Pearl artisans, weaving artisans, and culinary producers explored opportunities for joint promotion through shared digital catalogues, cross-promotion, product bundling, and collaborative marketing campaigns. This stage strengthens the relationship among different business sectors while expanding market exposure through collective promotion rather than isolated marketing efforts.

The fifth stage, Sustain, focuses on ensuring the continuity of the empowerment outcomes. Long-term sustainability is supported through institutional networking, partnerships with tourism stakeholders, continuous mentoring, product quality improvement, governance mechanisms, and coordination among participating MSMEs. This stage recognizes that community empowerment should continue beyond the completion of a single community service activity.

The sequence of empowerment stages also reflects continuous capacity development theory, whereby learning, collaboration, implementation, and institutionalization occur as interconnected processes rather than isolated training events (Perkins & Zimmerman, 1995; Zimmerman, 2000). Such an approach increases the likelihood that empowerment outcomes will be sustained beyond the completion of the intervention. The model further identifies several enabling factors that influence successful implementation. These include supportive government policies, academic knowledge transfer, multi-stakeholder collaboration, access to digital technology, and business development support. These external factors strengthen the effectiveness of each empowerment stage while facilitating long-term sustainability.

As illustrated in Figure 2, the implementation process generates several immediate outputs, including product narratives with cultural value, high-quality product photographs, digital promotional content, collaborative catalogues, cross-promotional marketing materials, and stronger business networks among participating MSMEs. These outputs represent tangible evidence of participants' improved marketing capabilities and collaborative engagement.

Ultimately, the model contributes to several long-term impacts, including increased MSME competitiveness, stronger destination branding, integrated tourism value chains, improved community welfare, and sustainable tourism development. The integration of artisan products

into a collaborative destination branding strategy enables local MSMEs to become active contributors to the tourism ecosystem rather than operating as independent business units.

The findings demonstrate that community empowerment becomes more effective when capacity building is combined with collaborative branding, digital storytelling, and destination-based marketing. Rather than emphasizing individual business performance alone, the proposed model promotes collective value creation by connecting local products, cultural identity, and tourism experiences within an integrated sustainable tourism value chain.

The proposed model therefore extends previous community empowerment approaches by introducing a collaborative framework that integrates Community-Based Tourism, Destination Branding, Digital Storytelling, Collaborative Marketing, and Sustainable Tourism Value Chain into a unified empowerment strategy. This integrated framework provides a practical reference for governments, universities, tourism organizations, and development agencies seeking to strengthen artisan MSMEs while supporting sustainable tourism development in other cultural tourism destinations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Overall, the findings demonstrate that collaborative empowerment creates greater value than individual capacity building because tourism products become interconnected through shared destination narratives. This supports sustainable tourism theory, which argues that competitiveness increasingly depends on collaboration, innovation, and community participation rather than individual business performance alone (UN Tourism, 2024; OECD, 2020; Richards, 2021).

This community service program demonstrated that strengthening artisan MSMEs in tourism destinations requires a more integrated empowerment approach than conventional technical training. Through the implementation of participatory capacity-building activities involving 36 MSMEs—comprising eight pearl artisans, seven traditional weaving artisans, and twenty-one culinary producers—the program successfully promoted collaborative branding, digital storytelling, and destination-oriented marketing as complementary strategies for enhancing MSME competitiveness within the Senggigi tourism ecosystem. The program showed that community empowerment should extend beyond improving individual technical skills. By integrating community-based tourism, destination branding, digital storytelling, collaborative marketing, and sustainable tourism value chain principles, participants were encouraged to reposition their products not merely as individual commercial commodities but as integral components of Senggigi's cultural tourism experience. This collaborative approach strengthened participants' understanding of branding, improved their ability to communicate product value through digital media, and fostered greater collaboration among different creative industry sectors.

One of the principal contributions of this community service initiative is the development of a Community Empowerment Model for Integrating Artisan MSMEs into a Sustainable Tourism Value Chain. The model provides a systematic framework consisting of participatory needs assessment, capacity building, collaborative co-creation, market integration, and sustainability mechanisms. Unlike many existing empowerment programs that emphasize isolated technical training, the proposed model highlights the importance of connecting multiple artisan sectors through a shared destination identity and collaborative marketing ecosystem. Consequently, the model offers a practical reference for universities, local governments, tourism organizations, and development agencies seeking to strengthen local creative industries while promoting sustainable tourism development.

In conclusion, this community service program confirms that sustainable tourism development depends not only on the quality of tourism attractions but also on the ability of local communities to collaboratively create, communicate, and sustain the value of their cultural

products. By integrating artisan MSMEs into a collaborative tourism value chain, the proposed empowerment model contributes to strengthening destination competitiveness while promoting inclusive, culturally rooted, and sustainable local economic development. Sustainable tourism is not created by individual products, but by collaborative communities that transform local culture, creativity, and entrepreneurship into shared destination value.

Limitations

Nevertheless, several limitations should be acknowledged. First, the program was implemented during a one-day community service activity on 15 July 2026, limiting the opportunity to observe long-term behavioral and business changes among participants. Second, the evaluation primarily measured immediate learning outcomes and collaborative outputs rather than long-term economic indicators such as sales growth, customer retention, or business resilience. Third, the program involved MSMEs located only in the Senggigi tourism area; therefore, the findings may not fully represent the diversity of artisan communities in other tourism destinations.

Recommendations

From a practical perspective, the program indicates that collaborative branding and digital storytelling can become effective instruments for increasing the visibility of local products and strengthening destination identity. The integration of pearl crafts, traditional weaving, and culinary products into a common promotional narrative creates opportunities for cross-promotion, product bundling, and broader market exposure while preserving the cultural uniqueness of local communities.

Future community service initiatives should incorporate longer mentoring periods, continuous monitoring, and stronger institutional partnerships involving local governments, tourism associations, universities, and private-sector stakeholders. Further studies are also encouraged to evaluate the long-term effectiveness of collaborative branding and digital storytelling using measurable business indicators, including digital engagement, customer acquisition, market expansion, and sustainable income generation.

Author Contributions

All authors made significant contributions to this community service program and the preparation of this article. The contributions included program conceptualization, development of the theoretical framework, coordination and implementation of community empowerment activities, data collection and interpretation, manuscript preparation, critical review, and approval of the final version for publication.

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