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STRENGTHENING THE VISUAL IDENTITY OF TOURIST AREAS THROUGH PARTICIPATORY MURAL ASSISTANCE BASED ON LOCAL WISDOM IN PUNE VILLAGE, NORTH HALMAHERA

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Abstract
Background. The development of community-based tourism areas requires strengthening visual identity, improving the aesthetic quality of public spaces, and active community participation in managing the tourist environment.
Aims. This Community Service Activity (PKM) aims to strengthen the visual identity of tourist areas by assisting in creating participatory murals based on local wisdom in Pune Village, Galela District, North Halmahera Regency.
Result. The implementation method uses a participatory approach through coordination stages with the village government and tourism managers, survey and location identification, preparation of mural design concepts, media preparation, painting implementation, technical assistance, and monitoring and evaluation. The activity involves a team of academics, students, and the local community in planning and implementation. The results of the activity include thematic murals on the walls of the Pune Village coastal tourist area, which serve as aesthetic elements, visual communication media, and markers of tourist destination identity. The collaborative process gives the community an opportunity to participate directly in shaping the tourist environment while gaining practical experience in mural-making techniques. The evaluation is carried out through visual observation and reflective discussions with the community. The main obstacles include limited material distribution and uneven public understanding of murals' function.
Conclusion. This activity shows that participatory mural assistance can be an effective strategy in strengthening the visual character of tourist destinations and empowering local communities. The program's sustainability requires mural maintenance, community capacity building, and the integration of visual design into the development of tourist areas.

Keywords: visual identity; participatory murals; local wisdom; community empowerment; tourist areas**.**

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INTRODUCTION

Galela District, North Halmahera Regency, has considerable natural and cultural tourism potential, but it has not been supported by optimal visual arrangement of public spaces. Some tourist sites still have plain walls or building elements that do not reflect local identity, so the area's visual attractiveness has not been maximized. On the other hand, local communities, especially youth, have interest and creative potential, but have not been facilitated through sustainable design and technical assistance. The involvement of academics, especially from the Architecture Study Program, is urgently needed to bridge the aesthetic needs of tourist spaces with a participatory design approach based on local wisdom. Through mural-making assistance activities, it is hoped that there will be an improvement in the visual quality of tourist areas as well as community empowerment in maintaining and developing their environment.

Galela District has the following boundaries:

- North: bordering North Galela District.
- South: bordering North Tobelo District.
- West: bordering West Galela District and South Galela District.
- East: bordering the Halmahera Sea (sea).

Interesting tourist attractions in Galela sub-district are dominated by Natural and Scenic Tourism, including: lake/lake; Cape Bongo; Somola Bay (Somola *Bay*); Sapoli *Waterfall*; Mamuya pool/hot spring; as well as beaches and *snorkeling spots.*

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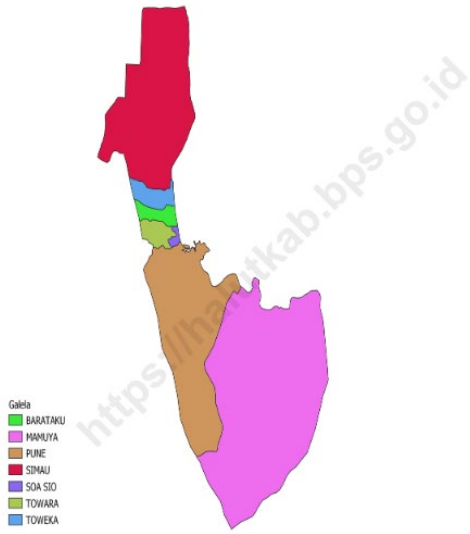


Figure 1. Map of Galela District, North Halmahera Regency
(Source: Central Statistics Agency of North Halmahera Regency, 2026)

Partner Problems

The problems faced by partners are: the lack of a concept of visual identity of tourist areas; lack of public knowledge related to contextual and educational mural design; lack of technical and design assistance from experts; and low community involvement in the arrangement of tourist spaces.

Purpose of the activity

The objectives of this Community Service activity are:

1. Improving the visual quality and identity of tourist areas.
2. Empowering the community through design-based creative activities.
3. Applying architectural science in the arrangement of public spaces.
4. Produce measurable service outputs.

This activity is in line with several Key Performance Indicators (KPIs) of universities, including:

1. **IKU 5: Lecturers' Work Results Used by the Community**: this program provides simple technology-based solutions that can be directly implemented by the community to improve their quality of life.

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2. **IKU 6: Study Program in Collaboration with the Community**: this activity is designed through a collaborative approach between community service teams, local governments, and partner groups to produce sustainable impacts.

The focus of this service program is focused on two main areas of activity:

1. Knowledge and Skills Improvement: Training for the community on assistance in making murals in tourist locations, including how to design and maintain them. This assistance will include theory and hands-on practice so the community can understand and apply mural techniques independently.
2. Economic Empowerment of Local Residents: This program will also provide training to productive community groups on how to make murals in tourist locations. In addition, they will be guided to offer mural design services in surrounding areas.

Objectives and Solutions Offered

This Community Service activity is expected to improve the quality of tourist areas in Galela District through a participatory, design-based mural approach. In addition to beautifying public spaces, this activity encourages active community involvement in developing sustainable tourist areas.

Based on initial observations and communication with the local community, several priority problems were identified that hindered the optimization of the tourist area.

1. There is no strong visual identity in tourist areas. Public spaces such as building walls, public facilities, and strategic areas in tourist sites still look plain, less organized, and even partially visually degraded. This condition causes tourist areas to not have a visual character that is able to attract the attention of tourists or become easily recognizable characteristics.
2. The low use of mural art as a medium for structuring and education in public spaces. Murals have not been optimally utilized as a means to display the value of local culture, history, and the natural potential of Galela. In fact, murals can function as an effective visual communication medium to strengthen the image of tourist areas while providing a more attractive space experience for visitors.
3. Limited knowledge and skills of the community in planning and making murals. The community, especially youth and tourism managers, have an interest in beautifying the area, but do not have technical assistance related to design concepts, painting

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techniques, color selection, and mural maintenance so that it can survive in the long term.

4. The lack of active community involvement in the aesthetic arrangement of tourist areas. The arrangement of public spaces has not been carried out in a participatory manner, so that the community's sense of belonging to tourist areas is still low. As a result, efforts to maintain and develop tourist areas have not been carried out in a sustainable manner.
5. Visual arrangement has not been integrated with architectural and environmental design scientific approaches. The arrangement of tourist areas is still sporadic and is not based on design planning that considers the spatial context, human scale, and environmental sustainability.

To overcome the problems described above, this PKM program offers several solutions as follows. The solution offered in this Community Service activity is assistance in making murals in the Galela District tourist area with a participatory approach based on architectural science. Assistance is provided from the planning stage through mural implementation so that the results are not only physical but also sustainable.

The PKM team provides assistance in formulating mural concepts and designs that highlight the potential of Galela's nature, culture, and local wisdom as the visual identity of tourist areas. Furthermore, technical training on mural making is carried out for the community and tourism managers, including painting techniques, color selection, visual composition, and mural care. Murals are implemented collaboratively between the PKM team and the community, thereby encouraging active involvement and increasing a sense of belonging to tourist areas. Through this activity, it is hoped that the visual quality of tourist areas will improve, local identity will be stronger, and the community's capacity to shape the aesthetics of public spaces can develop independently and sustainably.

The expected targets of this activity are a plan, goals, and objectives, images, ideals, hopes, and dreams to create better conditions at a certain time so that environmentally friendly waste treatment is realized. The methods used are the SMART method, namely:

1. *Specific* : must be special
2. *Measurable* : Measurable
3. *Attainable* : achievable

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4. *Realistic* : reasonable, related to real conditions in the field
5. *Time Bond* : in a single unit of time

The mandatory results or outputs that will be achieved from this activity include:

1. Scientific articles published through the journal Sinta 3
2. Activity videos

Additional outputs of the Community Partnership Program (PKM) are:

The target output of this Community Service activity includes physical outputs and non-physical outputs. Physical outputs include the realization of thematic murals in tourist areas in Galela District that reflect cultural identity and local potential. The murals are expected to improve the visual quality and attractiveness of tourist areas. Non-physical outputs include increased community knowledge and skills in planning and creating murals, especially in design, painting techniques, and mural maintenance.

Completion Targets

The target for this Community Service activity is to implement all stages of assistance in making murals in the Galela District tourist area optimally and on time. At the end of the activity, it is hoped that thematic murals based on Galela's potential and local wisdom have been completed and installed in a predetermined location. In addition, the community and tourism managers already have basic skills in designing, making, and caring for murals, as a result of the mentoring and training process carried out. With the completion target achieved, this PKM activity is expected to have a sustainable impact on improving the visual quality of tourist areas and empowering the community in Galela District.

IMETHOD

General Concept

The Community Partnership Program (PKM) was implemented with community partners in Galela District, North Halmahera Regency. Some things that need to be considered to involve the community in this activity are:

1. Agreement and understanding with the local government (village) in the implementation of planning
2. Planning adjustments based on the aspirations of the community

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3. Implementation of activities by the community

Approach Method Used

The approach method of the Community Partnership Program (PKM) carried out in community groups begins with identifying the problems faced. The PKM team will carry out activities that not only provide counseling and training to partners, but also involve partners in playing an active role in all planned activities. The PKM team acts as a facilitator and partner to empower the group, so partners are involved in all activity planning and decisions. This is done to narrow any gaps partners may feel, so the PKM team and partners can work together and synergize for the success of the program. The steps that will be implemented are as follows:

1. Approach local community leaders and obtain permission from regional leaders (villages, RW, RT)
2. Approach residents who have the will, care, and ability to implement programs and can be a driver in their environment.
3. The formation of environmental committees or working groups, the preparation of work plans, and agreements on citizen contributions in the form of material and non-material.
4. Training, mentoring, socialization, and dissemination of information on activity programs.
5. The evaluation was carried out to see the ability of the participants to understand the material and the ability of the participants to practice environmentally friendly technology

DISCUSSION

Implementation of Activities

The steps that will be implemented are as follows:

Stages of Activity

It is carried out through several stages, namely: the preparation stage, the implementation stage, and the evaluation and monitoring stage.

Preparation Stage

Coordination with the village government and tourism managers.

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Figure 2. Pune Village Office, Galela District, North Halmahera Regency
(Source: Service Team Documentation, 2026)

Before carrying out Community Service activities, the team coordinated with the village government and tourism managers. This aimed to gather information related to the needs for mural activities.



Figure 3. Coordination with Pune Village, Galela District,
North Halmahera Regency
(Source: Service Team Documentation, 2026)

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Survey the location and identification of mural wall areas

After coordinating with the village government and tourism managers, the PKM team conducted a location survey and identified the wall area to be used as a mural object. This was done to determine the wall's size and condition. During the location survey, it was found that the wall to be used as a mural object was still dirty and needed further cleaning.



Figure 4. PKM Team Conducts Location Survey and Wall Cleaning For Mural Objects
(Source: Service Team Documentation, 2026)



Figure 5. Condition of the Wall Before Being Used as a Mural Object
(Source: Service Team Documentation, 2026)

Preparation of mural design concepts

Before carrying out mural-related service activities for the walls of the tourist area, the PKM team first held a meeting to prepare and finalize a wall design concept that would be used as a mural object and suit the character of the tourist area.

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Implementation Stage

Mural wall cleaning

As an initial stage, the PKM team cleaned the wall that would become the mural. This is because the wall looked dirty, so it required further handling in the form of cleaning.



Figure 6. Initial Meeting Discusses the Concept of Mural Making
(Source: Service Team Documentation, 2026)



Figure 7. Wall Cleaning Before Mural Making
(Source: Service Team Documentation, 2026)

Initial painting of mural walls

After the walls were cleaned, the team carried out the initial painting as well as the basic design of the mural to facilitate the mural-making process.

Direct assistance in making murals

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In the final process, the team provided direct assistance in making murals on the walls of the tourist area as the final stage of the service activities. This process involved local residents as part of the tourist area.



Figure 8. Mural Pattern Making
(Source: Service Team Documentation, 2026)



Figure 9. Assistance in Making Murals on the Wall
(Source: Service Team Documentation, 2026)



Figure 10. Involvement of Students and the Community in Mural Making On the Wall
(Source: Service Team Documentation, 2026)

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Figure 11. Photo with the Mural Making Service Team
(Source: Service Team Documentation)

Evaluation and Monitoring Stage

Visual and functional evaluation of mural results

After completing all stages of implementation, the PKM team held a meeting to evaluate the process from preparation to implementation. This was to identify the obstacles, shortcomings, and achievements during the PKM process.



Figure 12. Post-Implementation Evaluation Meeting of PKM 2026
(Source: Service Team Documentation)

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Figure 13. Results of PKM Implementation of Mural Making on the Wall in the Beach Tourist Area of Pune Village, Galela District, North Halmahera Regency
(Source: Service Team Documentation)

Reflective discussion with the community

In addition to discussing internally, the team also held discussions with the local community to see the reaction of the community who are users of the results of the Mural that has been implemented in the tourist area. At the same time, they asked for advice and input from local residents regarding the results of the PKM that has been implemented.



Figure 14. Joint Meeting with Community Representatives at the Mural Construction Tourist Site
(Source: Service Team Documentation)

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Obstacles to the implementation of PKM

The obstacles faced in this devotional activity are, due to the location of the service which is somewhat far from the city center, the difficulty of distributing tools and supporting materials for the Mural Making Assistance program at Tourist Attractions, Galela District, North Halmahera Regency. In addition, most people have not realized the positive impact of Murals as an area signage/*signage* to improve the visual quality and identity of tourist areas so that they can be an additional attraction for tourists, both local and foreign.

CONCLUSION

Based on the implementation of Community Service activities with the title "Assistance in Making Murals in Tourist Attractions, Pune Village, Galela District, North Halmahera Regency", it can be concluded that this activity is a form of real contribution of universities in supporting the development of regional tourism potential through an approach of art, creativity, and community empowerment.

Assistance activities for making murals not only aim to beautify the visual appearance of tourist areas, but also become a means to build the identity, character, and attractiveness of a tourist destination. Through the application of mural art to wall elements or visual fields in tourist areas, environments that previously had a simple appearance can be developed to be more attractive, communicative, and have aesthetic value. Some of the specific conclusions of this activity are as follows:

1. Improving the visual quality of tourist areas. Mural making activities provide added value to the appearance of the environment of tourist areas in Galela District. The presence of murals is expected to be able to create a more interesting, artistic, and visual character that can strengthen the attractiveness of tourist destinations.
2. Strengthening local identity and character. Murals can be a visual communication medium that depicts the natural potential, culture, history, and local wisdom of the people of Galela District. Thus, mural works not only function as decorative elements, but also as a medium for representation of regional identity.
3. Increasing creativity and community participation. Through the mentoring process, the community gets the opportunity to be involved in creative art activities, starting from the development of ideas, theme selection, visual concept preparation, to the

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mural work process. This involvement is expected to foster a sense of belonging and responsibility for the tourist environment.

4. Application of science and academic skills. This activity is a form of implementation of higher education science, especially in the fields of art, design, architecture, and environmental planning. The assistance provided is a direct application of science to meet the needs of the community and support the development of tourist areas.
5. Supporting regional tourism development. The murals have the potential to be an additional attraction for visitors, including as a background for photography and tourism documentation activities. This can help increase the visual attractiveness of tourist destinations and support tourism promotion in Galela District.

Overall, this Community Service activity shows that art and design interventions through mural-making can be simple, creative, and applicable strategies for supporting the arrangement and development of tourist areas. The success of this activity is expected to be measured not only by the results of the murals produced, but also by growing public awareness of the importance of environmental aesthetics, the preservation of local identity, and joint involvement in maintaining the sustainability of tourist areas.

Suggestions

Based on the results of the implementation of community service activities, several suggestions may be relevant to local governments, tourism area managers, communities, and universities in the context of developing and sustaining similar activities.

1. For Local Governments

   The Galela District Government and the North Halmahera Regency Government are expected to focus on developing tourist areas through environmental arrangements and strengthening the area's aesthetic elements. Mural art activities can be used as an alternative to tourist destination development programs that raise the potential of the region's local culture, history, and character.
2. For Tourist Attraction Managers

   Tourist area managers are expected to maintain and care for mural works so they retain good visual quality. Regular maintenance needs to be carried out to prevent damage from weather, humidity, sun exposure, and other environmental factors. In

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addition, the murals need to be integrated with the concept of arranging tourist areas as a whole.

3. For the local community

   The community is expected to play an active role in maintaining, maintaining, and utilizing the results of mural activities as part of the identity and attraction of tourist areas. Community participation is very important to ensure that the results of service activities do not stop at the process of making works, but can provide long-term benefits for the environment and local tourism activities.

4. For Universities and Service Teams

   Mentoring activities like this need to be developed sustainably through the next Community Service program. Universities are expected to continue contributing to the development of tourist areas through architectural and scientific approaches, fine arts, visual communication design, and environmental planning. Further activities can also focus on developing thematic murals, public space arrangements, tourism information elements, and strengthening the region's visual identity.

5. For the Development of Further Activities

   Future mural-making activities should begin with a more in-depth identification of the potential and characteristics of tourist areas. The determination of themes and design concepts needs to consider cultural values, history, natural conditions, and aspirations of the local community. Thus, the resulting mural works have meaning, relevance, and a strong connection with the character of the tourist area.

6. Increased Promotion and Tourist Attraction

   The mural works are expected to be used as promotional media for tourist destinations through photographic documentation, social media, and various tourism information media. The development of interesting mural points can also create a space for interaction and visual experiences for visitors, providing added value to tourism activities.

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