

SIGNATURE SCENT IMPLEMENTATION IN PROKLIM LESTARI KAMPUNG SAMTAMA HOMESTAY

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Abstrak

ProKlim Lestari Kampung Samtama, berlokasi di Jakarta Pusat, Indonesia, merupakan desa wisata berbasis komunitas yang telah meraih penghargaan dan berfokus pada peningkatan kesadaran lingkungan serta pariwisata berkelanjutan. Meskipun terus berkembang, akomodasi homestay di Kawasan ini masih menghadapi tantangan dalam menarik tamu karena lokasinya yang berdekatan dengan hotel-hotel besar dan juga karena kurangnya fitur unik. Untuk mengatasi masalah tersebut, program ini akan memperkenalkan konsep dan praktik signature scent sebagai strategi pemasaran untuk meningkatkan pengalaman tamu dan niat kunjung kembali. Pelaksanaan program dilakukan melalui presentasi edukatif mengenai scent marketing dan signature scent, serta lokakarya di mana peserta membuat scent pouch mereka sendiri. Penilaian pre-test and post-test digunakan untuk mengukur pemahaman peserta, sementara formulir feedback dengan skala Likert 6 poin digunakan untuk menilai tingkat kepuasan peserta terhadap program. Hasil kegiatan menunjukkan adanya peningkatan yang jelas, ditandai dengan peningkatan signifikan dalam jumlah jawaban benar pada post-test, sementara skor feedback memperlihatkan tingkat kepuasan yang sangat tinggi di seluruh aspek penilaian. Temuan ini menunjukkan dampak positif program dalam meningkatkan pengetahuan peserta dan kesiapan mereka untuk menerapkan signature scent pada homestay. Peningkatan ini mendukung potensi homestay dan desa wisata dalam memperkuat pengalaman tamu, meningkatkan citra merek, serta mendorong niat kunjung kembali yang lebih tinggi.

Kata kunci: Aroma Khas; Pemasaran Aroma; Niat Kunjung Kembali; Homestay; Desa Wisata; Proklm Lestari Kampung Samtama

Abstract

ProKlim Lestari Kampung Samtama, located in Central Jakarta, Indonesia, is an award-winning community-based tourism village promoting environmental awareness and sustainable tourism. Despite its growth, their homestays struggle to attract guests because of its location being near large hotels and also its lack of unique features. To address this issue, the program will introduce the concept and practice of signature scent implementation as a marketing strategy to enhance guest experience and revisit intention. This was done by doing an educational presentation on scent marketing and signature scent, and a workshop where participants create their own scent pouches. Pre-test and post-test assessments, and a 6-point Likert scale feedback forms are used to measure participants' understanding as well as measure satisfaction towards the program. The results show a clear improvement indicated by a significant increase in post-test correct answers, while the feedback scores show extremely high satisfaction across all item. These results highlight the program's positive impact in increasing participants' knowledge and readiness to apply signature scent practices in their homestays. This improvement supports the homestays and the village's potential to strengthen guest experience, enhance its branding, and encourage higher revisit intention.

Keywords: Signature Scent; Scent Marketing; Revisit Intention; Homestay; Tourism Village; Proklm Lestari Kampung Samtama

INTRODUCTION

In a competition between accommodation businesses, creative innovation should be developed to differentiate one apart from other competitors (Dachi et al., 2025). One of the strategies accommodation businesses can implement to be different from other competitors and at the same time create a unique experience for guests is by using sensory marketing (Ali & Ahmed, 2019). Sensory marketing can be described as a marketing strategy that utilizes customers' five senses, influencing perception and evaluate a certain product or service from their overall experience (Ali & Ahmed, 2019). Among all five of the human senses, the olfactory sense, or also known as the sense of smell, is known to have the closest connection to emotions and memories. This allows individuals to develop

long lasting memory and emotional attachment to a brand, product, or place (Denizci Guillet et al., 2019; Hakobyan et al., 2021). In addition, an experiment on scent shows that people who entered a scented room displayed stronger feelings of happiness than those who entered an unscented room. This indicates that scent can serve as an effective strategy to trigger positive emotions (Anguera-Torrell et al., 2021). Positive emotions enhance memorability (Madan et al., 2019), and memorability of previous travel experience positively affects revisit intention (Lu et al., 2022). So if visitors have a meaningful and unforgettable memories of their travel, their intention to revisit increases (Lu et al., 2022). Signature scent, which is fragrance that reflects a brand or place's atmosphere and identity, can be used as a scent-marketing strategy to elevate guest experience, strengthens guest loyalty, and help set one brand or place apart from another (Sirirat et al., 2025). Big international hotel chains like Ritz-Carlton, Marriott, or Langham, have successfully implemented signature scent in the hotels. The fragrance is spread all over the hotel areas, commonly in high-trafficked areas such as the lobby area, guest rooms, restaurants, etc. Some even offer their signature fragrances in the form of scented candles and home-fragrance products for purchase (Denizci Guillet et al., 2019). Selecting an appropriate scent can help draw in more guests as pleasant aromas enhance mood and leave a lasting impression of the brand or place (Peng, 2015). Because of all of these positive impacts, it will benefit accommodation businesses if this strategy is adopted for daily operations. Therefore, it is important for accommodation service providers to be aware of this topic.

The partner for this community service program is ProKlim Lestari Kampung Samtama. This tourism village is located in RW.03, East Cempaka Putih, Central Jakarta, Indonesia, and was ranked top 500 in Anugerah Desa Wisata Indonesia (ADWI), or The Indonesian Tourism Village Award, in the year 2022. By 2024, the village leveled up to top 300 (Jundy, 2025). The village is currently categorized as a developing tourism village, and is well-known for their activities which began since 2021, involving environmental awareness, waste management, and urban farming (Desa Wisata ProKlim Lestari Kampung Samtama Rw.03 Cpt, 2025; Jundy, 2025). The partner offer various activities for visitors, including urban farming, waste management, waste bank, maggot farming, hydroponics, and waste-to-art recycling workshop. Not only environment care, the village also promote local culture through Ondel-ondel performance (Desa Wisata ProKlim Lestari Kampung Samtama Rw.03 Cpt, 2025). Additionally, the village has attracted visitors from both within the country and abroad (Yusuf, 2025), as also stated by the village administrators through a direct interview with the team. It is revealed that most visitors are high school and university students, as well as government officials.

Despite its progress, the village still have several issues especially in their homestay accommodations. ProKlim Lestari Kampung Samtama provides basic homestay options for their visitors to stay while experiencing local community life, with affordable prices ranging from IDR100.000 to IDR200.000 per night (Desa Wisata ProKlim Lestari Kampung Samtama Rw.03 Cpt, 2025). In the interview, the administrators stated that the homestay facilities were not made as the main focus of the village operations, which caused the homestays to not be well-marketed. This is due to the village location being near two big hotels, causing the homestays to receive very few guests, as most visitors prefer to stay in those hotels or other hotels in the area. However, with its existing potential, the homestay's value can be increased by attracting visitors using sensory marketing, specifically through a signature scent implementation. At the moment, the homestays have yet implemented a signature scent, nor are fully aware of its benefits in enhancing guest experience. Since there is limited knowledge on scent marketing and signature scent, the partner has not been familiar with signature scent practice, thus not yet applied signature scent in their homestay. Through implementation of signature scent, the village homestays may have the opportunity to grow and welcome more guests. To achieve this goal, a socialization on scent marketing and signature scent is conducted to help the partner improve their homestay in a simple yet effective way.

METHOD

Strengthening the homestay facilities of ProKlim Lestari Kampung Samtama Tourism Village requires addressing two issues identified through the interview with the partner. The village showed limited understanding of scent marketing and signature scent. This may stem from their lack of awareness on how scent can function as a creative and strategic tool to promote their homestays and the village. Additionally, the homestays currently have not implemented any signature scent, which

again, may be caused by their limited awareness on the positive contributions a signature scent can give to their village. To address these issues, a structured solution focused on enhancing the homestay environment through signature scent were formulated.

The program began with a material presentation delivered by the team, introducing the concepts of scent marketing and signature scent. This session is done to enhance participants' theoretical understanding and raise their awareness of the topic. To ensure better comprehension, participants were given handout materials, and both the presentation and the handouts were delivered and written in Bahasa Indonesia. Not only theories, the team also provided essential oils for participants to smell, allowing them to recognize and differentiate scent families directly while the explanation is being delivered. The topics that were explained include; (a) Definition of Scent Marketing and Signature Scent, (b) Olfactory Theory, (c) Purpose of Scent Marketing and Signature Scent, (d) Steps to Make a Signature Scent, (e) Tips for Long-lasting Use and Maximum Scent Diffusion, (f) The Fragrance Wheel, and (g) Types of Scent Diffusers. Following the presentation, a workshop is conducted to provide participants with practical experience in creating a form of signature scent, which is by making potpourri-based scent pouches. Potpourri is one of the media used for scent diffusing, made from a mixture of dried plant materials, such as flower petals, spices, and dry wood, usually used for decoration and fragrance (Cook et al., 2015). The team provided four fragrance variants of potpourri, corresponding to the four main scent categories in the Fragrance Wheel developed by Edwards; fresh, floral, oriental, and woody (Zarzo, 2020). Potpourri is also non-toxic and environmentally safe (Cook et al., 2015), thus making it highly suitable for ProKlim Lestari Kampung Samtama whom promotes the values of an eco-friendly and sustainable community. This workshop session ensured that participants will not only understand the theoretical concepts, but are also able to make a simple, low-cost, and environmentally friendly signature scent products that can be applied directly in their homestays.

The effectiveness of the program will be measured using pre-test and post-test assessments. The pre-test is given prior to the implementation of the program to identify participants' baseline level of understanding, whereas post-test is conducted after the program to determine the extent of change by comparing the results with the established baseline. The differences between both assessments serve as an indicator of the overall impact of the program and participants' progress over time (Majka, 2024). For this program, both the pre-test and the post-test consisted of 7 multiple-choice questions with the answer ranging from A to D. In addition to the tests, participants will also complete a feedback questionnaire. Feedback refers to the information about an individual's performance provided by another individual (Soundari et al., 2025). The program will use feedback to measure participants' level of satisfaction towards the program and the performance of the team. Feedback is considered valid when it includes three components; reference level data, actual level data, and comparison mechanism. Reference level data refers to the target or expected performance standard. Actual level data refers to the real data collected during evaluation, and the comparison mechanism represents the process of comparing the reference level and the actual level to see how close the actual level data aligns with the target (Ramaprasad, 1983). The feedback is collected using a 6-point Likert scale with the following ranking; (1) Strongly Disagree, (2) Disagree, (3) Slightly Disagree, (4) Slightly Agree, (5) Agree, and (6) Strongly Agree. The use of a 6-point Likert scale is to minimize biased responses. Respondents often avoid extreme options and tend to select the midpoint, such as option three that usually represent 'neutral' or 'undecided' in a 5-point Likert scale (Pimentel, 2019). Providing neutral options can attract respondents who are unsure or hesitant to provide a clear stance. Such disengagement can be resulted from issues like fatigue, not understanding the questions, time pressure, or an unwillingness to commit. As a result, offering a midpoint may weaken the data's ability to clearly differentiate between differing attitudes (Koo & Yang, 2025). By removing the neutral option, it encourages respondents to express a clearer preference. Moreover, using the 6-point Likert scale instead of other even-numbered scales is due to the program schedule. Since the feedback form is filled after all activities are done, participants may experience fatigue. Providing too many response options may overwhelm participants, leading to reduced attention, rushed answers, or even incomplete submissions (Koo & Yang, 2025). Thus, it is important to prevent additional fatigue, making the 6-point Likert scale the most appropriate measuring scale for the feedback. This program also aligns with another previous researches that uses the pre-test and post-test assessments as a measurement method to measure the effectiveness of the program (Catherine et al., 2022; Damien et al., 2022;

Filimonovic et al., 2024; Hubner et al., 2020, 2021; Indra et al., 2023, 2024; Juliana, Maleachi, et al., 2020; Juliana et al., 2021, 2022; Juliana, Kanggeyan, et al., 2020; Maleachi et al., 2024; Muller et al., 2024; Pramono et al., 2024; Sihombing et al., 2024).

RESULT AND DISCUSSION

The impact of the program was evaluated using pre-test and post-test assessments, along with a feedback form which uses a 6-point Likert scale. Prior to the program implementation, almost all participants had not known about scent marketing and signature scent. However, after the program was conducted, participants showed improved understanding of the topic. This is evidenced by the post-tests scores that showed a significant increase. A total of 12 participants completed both assessments. The answer keys and data result are shown below.

Table 1. Pre-Test

PARTICIPANT	Q1	Q2	Q3	Q4	Q5	Q6	Q7	CORRECT	WRONG
1	A	B	C	A	A	B	A	3	4
2	A	B	B	A	B	A	D	4	3
3	D	B	B	A	A	B	A	4	3
4	D	B	B	A	B	B	A	4	3
5	C	B	B	A	B	A	C	4	3
6	A	B	B	A	A	A	D	4	3
7	A	A	A	A	A	A	A	1	6
8	A	B	B	A	A	A	C	3	4
9	D	A	B	A	A	A	D	3	4
10	A	A	B	A	A	A	C	2	5
11	D	B	B	A	A	A	A	3	4
12	A	B	B	A	B	B	A	4	3
TOTAL								39	45

Source: Data Result, 2025

Table 2. Post-Test

PARTICIPANT	Q1	Q2	Q3	Q4	Q5	Q6	Q7	CORRECT	WRONG
1	C	B	B	A	B	A	C	4	3
2	C	B	B	A	C	A	D	6	1
3	C	B	B	A	C	B	D	7	0
4	C	B	B	A	C	B	D	7	0
5	C	B	B	A	C	B	D	7	0
6	C	B	B	A	C	B	D	7	0
7	C	A	B	A	A	A	D	4	3
8	C	B	B	A	C	A	D	6	1
9	D	B	B	A	A	B	C	4	3
10	C	A	B	A	C	C	C	4	3
11	C	B	B	A	C	A	D	6	1

12	C	B	B	A	C	B	D	7	0
TOTAL								69	15

Source: Data Result, 2025

Table 3. Answer Keys

Q1	“The strongest human sense in triggering memories and emotions is?”	Smell (C)
Q2	“What is meant by a signature scent?”	A scent specifically created to represent the identity of a brand or place (B)
Q3	“In the accommodation industry, a signature scent is used to?”	Serve as a distinctive aroma that represents the identity of the accommodation (B)
Q4	“In the context of service, scent is considered important because?”	Scent can create a positive perception of the place’s atmosphere (A)
Q5	“A non-electric room fragrance that uses essential oil and porous sticks, such as rattan, is called?”	Reed diffuser (C)
Q6	“If a hotel wants to highlight a luxurious and elegant impression, the most suitable scent type is?”	Floral (B)
Q7	“One of the four main categories in the fragrance wheel is?”	Fresh (D)

Source: Data Result, 2025

Table 4. Comparison Table Between Correct Answers In Pre & Post-Test

PARTICIPANT	PRE-TEST (C)	POST-TEST (C)	%
1	3	4	33.3%
2	4	6	50.0%
3	4	7	75.0%
4	4	7	75.0%
5	4	7	75.0%
6	4	7	75.0%
7	1	4	300.00%
8	3	6	100.0%
9	3	4	33.3%
10	2	4	100.0%
11	3	6	100.0%
12	4	7	75.0%

Source: Data Result, 2025

The data above shows that the total of correct answers from the pre-test is 39 out of 84. This indicates a relatively limited baseline knowledge regarding the topics discussed. This is also highlighted by the fact that the total score did not meet the midpoint of 42. However, the post-test shows an increase to a total of 69 correct answers out of 84, reflecting a gain of 30 additional correct answers. Additionally, several participants achieved nearly perfect or perfect post-test scores with all seven questions correct. This improvement shows that the program was effective.

The team also measured the improvement using arithmetic mean calculation. Arithmetic mean, or also known as average, represents the sum of all individual data divided by the number of values (Martinez & Bartholomew, 2017). This method will provide a more individualized view of participant learning. In the pre-test, participants scored an average of 3.25 correct answers out of 7, and the mean score for the post-test increased to 5.75. The formula used to calculate this can be seen below.

$$\text{Mean} = \frac{\text{Sum of all values}}{\text{Number of values}}$$

Source: Martinez & Bartholomew (2017)

This calculation shows that participants, on average, answered 2.5 more questions correctly after receiving the training and workshop. this rise in the average score reflects an enhancement in comprehension at an individual level. It suggests that the program successfully supported participants in gaining new knowledge and applying them to the assessment questions.

Table 5. Calculation Table For Mean Score

Mean Scores	
Pre-Test	$39 \div 12 = 3.25$
Post-Test	$69 \div 12 = 5.75$
Average	$5.75 - 3.25 = \mathbf{2.5 \text{ correct answers per individual}}$

Source: Data Result, 2025

To quantify the learning progress more objectively, a calculation of the percentage improvement was also done based on the differences between the correct answers on the pre-test and the post-test. Calculating the percentage improvement will be done using the formula below.

$$\% \text{ increase} = \left(\frac{\text{Final Value} - \text{Initial Value}}{\text{Initial Value}} \right) \times 100\%$$

Source: Erik Vaughn (2022)

Calculation of the formula shows that there is a 76.9% increase in knowledge. This high percentage illustrates that the program has a strong positive impact, significantly enhance participants' understanding of the topic. It also indicates that the learning objectives were effectively met and that the method of learning were well-aligned with the participants' needs.

Additionally, the result of the program was also determined by positive satisfaction responses from all participants in the feedback form which can be seen from the table below. The form uses a 6-point Likert scale, where the lowest level is determined by the number 1, and the highest level is determined by the number 6. There are a total of 8 statements designed to evaluate various aspects of the program, from the overall quality of the activities until the performances of the team members.

Table 6. The Mean And Improvement Percentage Of The Feedback Form

PARTICIPANT	MEAN	%
1	6	100%
2	6	100%
3	6	100%
4	6	100%
5	6	100%
5	6	100%
6	6	100%
7	6	100%
8	6	100%
9	6	100%
10	5.25	87.5%
11	6	100%
12	6	100%

Source: Data Result, 2025

Table 7. Feedback Items

S1	“The presentation session was satisfactory.”
S2	“The materials provided were easy to understand and can be applied by participants.”
S3	“The program activities met the participants’ expectations.”
S4	“The team delivered the presentation clearly and engagingly.”
S5	“The program was well-organized.”
S6	“The program was conducted within an appropriate duration.”
S7	“The team responded to participants’ questions effectively.”
S8	“Participants are satisfied with the overall program.”

Source: Data Result, 2025

The results show an exceptionally high level of satisfaction among participants. Out of the 12 participants who attended the program, 11 participants gave a perfect score of 48, with a mean score of 6. This indicates that nearly all participants felt the session met or exceeded their expectations across all category. Only one participant provided a total score of 42 out of 48, or a mean score of 5.25, which is slightly below the maximum. Nevertheless, this score is still considered very high. If expressed as a percentage, the satisfaction level for almost all participants reached a perfect number of 100%, and one participant with a percentage of 87.5%. Combined, the percentage for all participants is 98.9%, calculated with the formula $(570 \div 576) \times 100\% = 98.9\%$. This percentage highlights that nearly all aspects of the event were perceived very positively by the participants, with almost no indication of dissatisfaction or concern. With a satisfaction level of nearly 99%, it can be concluded that the program successfully achieved its objectives and provided a valuable learning experience for the participants.

CONCLUSION

The community service program was successful. It effectively increased participants’ level of understanding, skills, and awareness about scent marketing and signature scent. Before the program

was held, the participants show lack of understanding on the topic and had not applied any fragrance-based strategies in their homestays. However, after the program, participants show improvements, reflected by the increase in post-test answers from a total of 39 correct answers during pre-test to 69 in the post-test. In addition to theoretical improvement, all participants also successfully gained practical skills which was evidenced by their ability to create their own tangible products that can be directly applied in their homestays. The success of the program was further supported by highly positive participants' feedback, with nearly all respondents selected 'Strongly Agree' for each feedback item. Although a few minor issues occurred during implementation, it had no effect on the program's overall flow and success.

SUGGESTIONS

The results show that this community service program significantly improves the understanding, skills, and awareness of participants. Therefore, it is recommended that the partner continue to apply the knowledge and skills gained throughout the program and gradually implement a signature scent that best represents the identity of their homestays. The partner may also explore more advanced scent-diffusing tools when financially feasible and consider developing their own fragrance products that can be sold as eco-friendly souvenirs which may further support local economic growth. Additionally, the partner may also consider developing additional activities focused on creating eco-friendly fragrance products. These activities could be offered as part of the tourism experience, allowing visitors to learn about natural scent materials and ways to create their own eco-friendly fragrance items. This could serve as another potential source of economic benefit for the community. Moreover, future research should include a larger sample to provide a broader understanding on community perceptions toward signature scent implementation. Qualitative research methods should also be used to explore more in the future to gain deeper insights on the topic. It should be acknowledged that these recommendations are based on a specific demographic, and adjustments may be necessary when applied to different educational settings.

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