

Conference Paper

Assistance in the Development of Digital Marketing in Kebangsaan Tourism Village Wonorejo

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ABSTRACT

Kebangsaan Tourism Village is one of the buffer villages located next to the Baluran National Park. This tourist village has enormous tourism potential to be developed. The management has used promotions through Instagram social media since July 2018, but Instagram social media has only been managed for 5 months as evidenced by the last post on December 16, 2018. Kebangsaan Tourism Village also has a website with the name desawistakebangsaanwonorejo.id, but it is no longer managed so it cannot be accessed by tourists. It can be concluded that the promotion and marketing conditions of the Kebangsaan Tourism Village have stopped and are no longer carried out. The purpose of this service is training and promotion assistance by utilizing the website and social media. The method used in this service is training and mentoring. Based on the results of the training and mentoring carried out, it shows that there is an increased understanding of social media management. The management can manage websites with the name www.dewikebangsaan. This website is using as a promotion tools and sharing information related to tourism activities in the Kebangsaan Tourism Village. The management has knowledge of Instagram content, complete information on the main page, and efforts to increase insight with paid advertising.

Keywords: Digital marketing, Kebangsaan Tourism Village, tourism, social media

Introduction

Currently, tourism development is one of the leading programs in regional development. Tourism development is expected to be able to contribute to local revenue (PAD) and create jobs in the region. In developing the tourism sector, the community has a significant role. The tourism sector's progress must balance the local community's economy (UU No 10, 2009). The approach to tourism development that can maximize the process of community involvement is the community approach model (Damanik, 2005). Therefore, empowerment is a measure of the success of Indonesian tourism by increasing public participation to be involved in tourism activities.

The embodiment of a combination of attractions, accommodations, and supporting facilities packaged in a pattern of community life integrated with applicable procedures and traditions can be done by developing village tourism (Wall, 2006). Tourism development and development will directly penetrate and involve the community so that it can influence the local community (Craig-Smith et al., 1994). The development of tourism with a community approach applies to the Kebangsaan Tourism Village.

The development of tourist villages must follow by marketing. Tourism destination marketing is creating, communicating, delivering, and exchanging all offerings that have value for

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customers by providing benefits and remaining responsible to society at large (Kotler & Keller, 2016). The marketing process in the tourism industry develops along with technological developments into a digital marketing process such as utilizing social media such as Instagram, Facebook, Twitter, and Tiktok to the Website.

Wonorejo Village is the first tourist village established in Situbondo Regency, on May 2, 2015, with the name Kebangsaan Village which was well received by the village community. This village is designated as a tourist village not only because it has a variety of attractions but also because of the strong culture and local wisdom that this village has. Wonorejo village has different cultures inhabited by groups of people from various ethnicities and religions. In this diversity, the people in this village still live in harmony, so it is called a miniature of Indonesia.

The Kebangsaan Tourism Village is directly adjacent to the Baluran National Park. In addition, this tourist village has the potential for natural resources such as the sea and the beach directly adjacent to the Bali Strait. Tourists can enjoy some tourist attractions, including Pandean Beach or Perengan Pada, Camping Ground, Sungai Susur, Bajulmati Reservoir, and religious tourism to candibang (Candewang), and arts and traditions of the surrounding community.

Based on a survey conducted on the management of the Kebangsaan Tourism Village, promotion through social media has not been carried out for a long time. The last time it was held was in December 2018. As a tourist village, it only waits for tourists to visit without focusing on social media promotion. Management does not understand how to promote and market through social media and websites. So that marketing is no longer done.



Source: Instagram

Figure 1. Instagram and the last post of Kebangsaan Tourism Village

If examined more deeply, the marketing strategies carried out by village management should be done online through social media. Various forms of tourist attractions, tour packages, and homestay rates can inform through social media, one of which is the website. This is a strategy, a breakthrough that can use to explore and define sales strategies through data analytics and market and product segmentation. Tourists can access all information within 24 hours. This strategy can be used by using the website as a promotional medium for the Kebangsaan Tourism Village. In addition to social media accounts, the Kebangsaan Tourism Village also has a website

with the name desawistakebangsaanwonorejo.id. However, it no longer exists, so tourists cannot access it.

The development of digital marketing through the web, mobile phones, and gaming devices offers new access to advertising that is not heralded and is very influential (Heidrick & Stuggles, 2009). So why aren't marketers across Asia turning budgets away from traditional TV, radio, and print media marketing towards new technology media and more interactive media. Digital marketing also increases sales. Technological developments can positively support promotions and increase sales (Craig-Smith & French, 1994). In addition, social media, especially Instagram, has been able to have a significant impact on increasing the number of tourists.



Source: Instagram

Figure 2. National tourism village social media

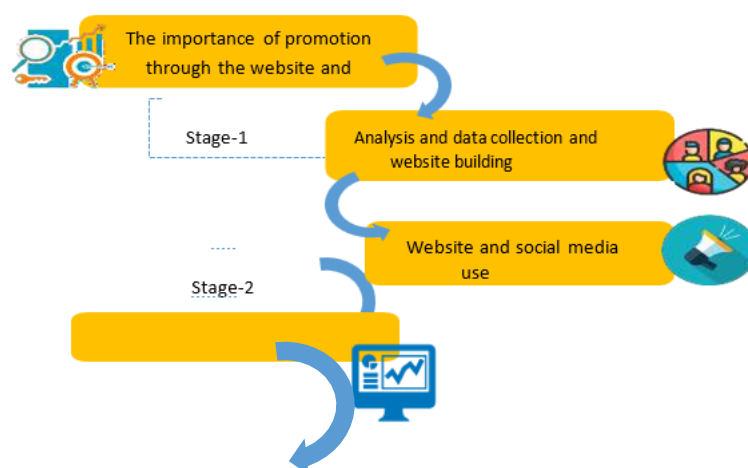
It includes that the condition of promotion and marketing of the Kebangsaan Tourism Village has stopped and is no longer. Based on the above problems, assistance in developing digital marketing for the Kebangsaan Tourism Village Wonorejo is needed. Website creation and social media management as science and technology knowledge and promotional tools for Kebangsaan Tourism Villages through training activities and assistance in using applications as promotional strategies. Through this community service activity, the management of the Kebangsaan Tourism Village, which has not known about and implemented this promotion, can take advantage of it, positively impacting the number of visitors and purchasing tour packages. After this, the number of tourists visiting the Kebangsaan Tourism Village will increase so that the economic income for tourism actors will increase.

Material and Methods

The method used in this activity is the training method. The participation of partners in this activity is as an audience in training and running programs from the knowledge gained during the training so that they can develop digital marketing to promote the Kebangsaan Tourism Village Wonorejo.

This series of community service activities are carried out based on the problems experienced by partners. As previously explained, the Kebangsaan Tourism Village Wonorejo already has a website and social media accounts. However, they have not managed optimally, so the promotion target and tourist visits have not been achieved. This Abdimas activity aims to educate partners, namely the Kebangsaan Tourism Village Wonorejo managements, to optimize promotion through the website and social media.

This research activity will be carried out in two stages. In the first stage, the materials presented discussed a) the importance of promotion through websites and social media and b) data analysis and collection and website creation. In the second stage, the material discussed was a) the use of websites and social media and b) the use of Canva for promotional design. In addition, participants who will be invited and present at this Abdimas activity include the Wonorejo Village Head, the Kebangsaan Tourism Village, and representatives of tourism stakeholders. The following are the stages of community service activities in the Kebangsaan Tourism Village Wonorejo which are shown in Figure 3:



Source: Researcher Method

Figure 3. Research Activity

Evaluation of program implementation: After the solution is implemented, researchers will monitor the program for a year and see the development of digital marketing management from the Kebangsaan Tourism Village. If things still need to be done, they will continue with other activities in 2023.

Results and Discussion

The Kebangsaan Tourism Village has a Community Information Group (KIM). This community manages information and empowers the community to increase added value. In 2018, this community managed and disseminated information regarding existing tourism activities. However, that only lasts a long time. There is no generation to manage social media. So social media is no longer managed anymore.

The buffer village of Baluran National Park has enormous tourism potential to be developed. It would not be good if it were not promoted. Through a Focus Group Discussion (FGD), which invited each stakeholder in the Kebangsaan Tourism Village, the management faced several

obstacles for promotion and marketing. Regeneration is the main obstacle. Promotions that were carried out in 2018 has stopped because there is no next generation. So that social media can continue to be managed.

The development of the Kebangsaan Tourism Village has not been accompanied by marketing and promotion development. Efforts in digital marketing have been carried out by the Kebangsaan Tourism Village Wonorejo but were stopped in 2018. Through this community service program, it is hoped that the tourism village management can maximize the use of social media because promotion through social media is free if the cost is not too high. Unfortunately, the technology that is currently developing is not utilized optimally.



Source: Researcher Documentation

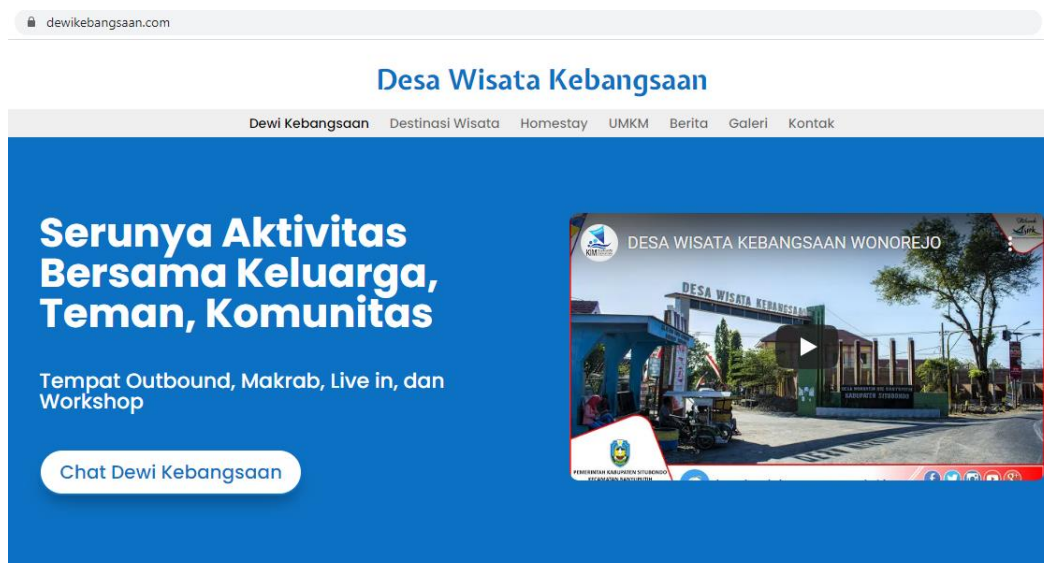
Figure 4. Presentation of material and Focus Group Discussion (FGD)

This buffer village of Baluran National Park has enormous tourism potential to be developed. It would be a shame if it were not promoted. Through a Focus Group Discussion (FGD), which invited each stakeholder in the Kebangsaan Tourism Village, the management faced several obstacles to promotion and marketing. Regeneration is the main obstacle. The promotion carried out in 2018 was stopped because there was no successor regeneration.

In addition, the management and all existing tourism stakeholders must be committed to using social media as a promotional tool that can be accessed continuously for 24 hours to achieve the target of increasing tourist visits.

Tourism destination marketing is the process of forming communication, informing all forms of existing activities so that it becomes exciting information for tourists. Through this community service, management can find out the importance of promotion and how to maximize the use of social media.

The Kebangsaan Tourism Village website has been developed under the name www.dewikebangsaan.com. Through this website, all existing tourism activities can be promoted. Starting from the availability and prices of homestays; tourism activities that can be done; MSME products that can be purchased and used as souvenirs; essential activities to be carried out; and news about other community activities.



Source: Researcher Documentation

Figure 5. Kebangsaan tourism village Website (dewikebangsaan.com)

Conclusion

Kebangsaan Tourism Village has a Community Information Group (KIM). This community was formed to manage information and empower the community to increase added value. In 2018, this community managed and disseminated information about existing tourism activities. However, that only lasts a long time. That is because no generation in social media management has been managed. So that the existing social media is no longer managed.

Suggestions that can be given based on the results of this dedication:

1. The importance of the assignment and job description of each member of the Community Information Group (KIM) who manages social media.
2. Social media that is managed does not only rely on one or two people
3. They need to make a content plan so that the direction and focus of the promotion that will be carried out.
4. Involve young people of productive age from the local community to be involved in managing social media so that there is regeneration

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