

DIGITAL MARKETING IN TOURISM DESTINATIONS

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ABSTRACT

Introduction: The emergence of digital marketing has brought important changes in several industrial sectors, one of which is the tourism industry. This study aims to determine the role of digital marketing in tourist destinations.

Methods: The research method used is descriptive qualitative.

Results: The result of this study indicates that there are several digital marketing media used by tourists to get information about tourist objects they want to visit, including Facebook, Twitter, Instagram, and other social media. Digital marketing also has a very big influence on increasing visits to several tourist destinations.

Conclusion and suggestion: The use of digital marketing in the era of the digital economy industry plays a very important role in increasing tourism promotion. Digital marketing is a must because this generation often uses it, whether consciously or not. Digital marketing applications that will be used include websites, social media, online advertising, web forums, and mobile applications.

INTRODUCTION

At the beginning of the 21st century, all activities provide something different in their application. Tourism activities look different, especially for those who have the desire to change the mindset of the tourism concept. Various parties are willing to change the concept of tourism to be more creative, especially the local community-based popular tourism model. This fact provides a breakthrough in developing new destinations in the

tourism sector so that it can be developed into an important point where something that has not been explored by tourists will find new developments with a more specific focus on local genius, history, and ethnic potential in Indonesia. So far, cultural differences are seen as active community participation in tourism development in developing countries (Heliany, 2019).

The influence of the internet on the purchasing behavior of tourists leads to a marketing plan with a higher weight than digital tools. The internet has become important for tourism because it arouses the interest of individuals to travel and experience different cultures and locations, and, at the same time, allows them to search for and purchase all the services and products needed to travel (Raharjana & Putra, 2020). Three main themes that emerged during 2000-2015 have been identified: (1) Digital social media and mobile marketing (DSMM) as a facilitator of individual expression, (2) DSMM as a decision support tool, and (3) DSMM as a source of market intelligence.

Tourism is one of the most impactful sectors because the era provides challenges and opportunities for the tourism world to adapt and take advantage of the changing momentum of the development of tourist destinations. In recent years, tourism in Indonesia has played an important role because it has the potential to become the second largest foreign exchange earner after Crude Palm Oil or CPO. The number of foreign tourists visiting Indonesia shows an increasing trend from year to year and is dominated by tourists from Malaysia, China and Singapore (Asnurul et al., 2019). Tourism is the act and method of taking a break from the usual monotonous routine and traveling to places far from the confines of home in search of entertainment, recreation, relaxation and pleasure, while taking advantage of the service provider's business arrangements.

Marketing in tourism requires good knowledge of market urgency and trends, orientation of supply of tourism products according to the size and structure of demand, pricing and pricing strategies, distribution platforms, use of effective tools to promote tourism products, and forecasting sales opportunities by season. The travel market is made up of a network of segments, from specific categories of clients with their own preferences, wants, needs and reasons. For this reason, the tourism market can be distinguished by many categories of tourism to develop appropriate marketing strategies (Setiawan, 2016).

One of the most influential technologies in the development of tourism and its concept is the internet. The internet has influenced changes in customer behavior (tourists). Research by various authors confirms that, thanks to technological developments and internet phenomena, tourists who previously searched for tourist destinations on the internet have spent more money on a tourist destination than those who received information from other sources. It also offers the possibility of establishing direct contact with bidders where consumers can interact with all participants who

cooperate in providing tour package; this fact challenges the role of intermediaries, but offers an opportunity to personalize the demand (their products). The internet has not only become a source of communication for today's users, it has also taken them to the next level to interact with their favorite brands. Due to the interconnectedness of the internet with the marketplace, users can now directly address their needs with the brand of their choice (Haryati, 2019).

LITERATURE REVIEW

Tourism is the key to success in terms of increasing regional income and plays a role in increasing the economy of a country, both as a source of foreign exchange earnings and job creation. The tourism sector will assist the process of regional development and development as a source of regional income. According to Ekanayake and Aubrey, the promotion of tourism potential is a powerful strategy in improving the regional economy (Isman et al., 2020).

Types Of Tourism

The types of tourism that are well-known include the following: a) Historical and cultural tourism, which is a trip carried out on the basis of a desire to broaden one's view of life by making visits to other places or abroad, studying history, studying people's circumstances, customs and customs, people's way of life, culture and art of the community. b) Health tourism, namely the journey of a tourist with the aim of changing the circumstances and the daily environment in which he lives for the sake of relaxing in the physical and spiritual sense. c) Sports tourism, namely tourists who travel with the aim of exercising or deliberately intending to take an active part in a sporting event in a place or country. d) Commercial tourism, which includes travel to visit exhibitions and fairs of a commercial nature, such as industrial exhibitions, trade shows, and so on. e) Industrial tourism, which is a trip made by a group of students or students, or ordinary people to an industrial complex or area, with the intent and purpose of conducting a review or research. f) Nature reserve tourism, which is a type of tourism that is usually organized by travel agents or bureaus specializing in businesses by arranging tours to places or areas of nature reserves, protected parks, regional forests, mountains and so on whose sustainability is protected by law (Oka, 1995).

Marketing

Marketing is an organizational function and a set of processes for creating, communicating, and managing customer relationships in ways that benefit the organization and its stakeholders. Thus, the marketing function is intended to provide understanding to consumers regarding the products and services being marketed or

offered. In this sense, marketing is the most fundamental activity in marketing products and services to companies (Priangani, 2013).

Marketing is a process that involves a wide variety of activities, enabling companies and individuals to get what they need and want through exchanges with others. Marketing is defined as the study of the physical and economic flow of products from producers through intermediaries to consumers. Assauri argues that marketing is a human activity that is directed at fulfilling wants and needs through exchange. Today, marketing is no longer conventional, where there is a meeting between sellers and buyers directly, but, with technological advances, it is easier for us to do marketing and purchase goods or services.

Digital Marketing

Digital marketing was first recognized in the early 1990s and began to become the main strategy that is widely applied in the business world in 2014. Digital marketing is the embodiment of the application, use or utilization of technology in the marketing process, which occurs in several stages, as follows: New technologies emerge and are put into use, technology becomes known and prioritized in the world of marketing, and innovative marketers explore and make breakthroughs to improve the functionality or usability of technology in achieving the target marketing reach (Irfani et al., 2020).

Dimensions of digital marketing sales as part of the 4P are 1) Product: Something that can be offered to the market to get attention, so that the product being sold is bought, used or consumed that can fulfill a desire or need from consumers. 2) Price: The amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers. 3) Place: Place is associated as a distribution channel aimed at reaching target consumers. This distribution system includes location, transportation, warehousing and so on. 4) Promotion: Promotion means activities that convey the benefits of the product and persuade customers to buy it.

RESEARCH METHODS

The research method used is a qualitative method. Qualitative is research on descriptive research and tends to use data analysis processes without using formulas and numbers derived from information from literature studies but numbers or data are taken from related agencies as well as previous observations in existing research, then the data are linked to the theoretical basis. Data analysis was carried out based on observation notes and the results of data reduction processing, which are then interpreted as a discussion in the following section of this journal.

RESULT AND ANALYSIS

Technology became the main strategy and was adopted as a standard marketing practice. The stages above show how a technology underlies the birth of the concept of digital marketing; however, technology is only a tool, which, when viewed from a marketing perspective, is a means of connecting that can increase the effectiveness of human relations, or, in this case, between marketers and the market (target market). Digital marketing is not a concept that focuses on technology, but on humans (marketers), namely how to understand humans (marketers), how to use technology in building relationships with other humans (customers) to build and significantly increase sales.

Digital marketing indicators are, first, accessibility, which is the ability of users to access information and services provided in online advertising. The term accessibility is generally related to how users can access social media sites. Second, interactivity, a level of two-way communication that refers to the ability of reciprocal communication between advertisers and consumers, and responding to the input they receive. Third is entertainment, which is the ability to advertise to provide pleasure or entertainment to consumers. In general, there are many advertisements that provide entertainment while inserting information. Fourth, credibility. is the level of consumer confidence in online advertisements that appear, or the extent to which advertisements provide information about them that is trustworthy, impartial, competent, credible and specific. Fifth, irritation is a nuisance that occurs in online advertising, such as ad manipulation so that it leads to fraud or a bad consumer experience about online advertising. Sixth, informativeness is the ability of advertising to supply information to consumers, which is the essence of advertising. Advertising must also provide a true picture of a product so that it can provide economic benefits for consumers (Kaufman& Horton, 2014).

Factors that affect the effectiveness of digital marketing are: 1) Target market. This is the most important factor in choosing a target market. It will involve huge costs if you want to promote your product on every platform on the internet and want to focus on millions of internet users as your target market. 2) Technology. As we know, technology is the backbone of digital marketing, so for marketers it is very important to stay updated about technology. 3) Content. Content is where you will be able to stand apart from other players in the industry. Your site and message must have relatable language and rational content. 4) Budget. Digital marketing is cheaper than traditional marketing, but it's certainly not free. Thus there arose the need to prepare a very specific budget for it. 5) Social media. Many businesses are involved in social media. Today's organizations remain dynamic and have a healthy online network record. Organizations are also asking their workers to do the same to connect with their clients. Many organizations promote through web-based social networks.

The role of tourism in facing the digital era can be seen in marketing activities that can be easily accessed through internet media such as websites, social media, online advertising, direct marketing email, discussion forums and mobile applications. The role of digital marketing is very influential to promote tourism, and what is being intensively implemented is the implementation of E-tourism (IT enabled tourism / electronic tourism), which is a system in the tourism sector, in the form of various tourism services to customers in the form of telematics and making the implementation of tourism marketing more accessible. E-tourism is a modern way of promotion and the latest information about tourism sought by tourists, such as attractions, hotels, travel agents, and events that can be accessed 24 hours anytime, anywhere and by anyone. E-tourism is an online interactive system that makes it easier for tourists to get information and make reservations for some of the available tourism elements, such as hotels and travel agents. E-tourism has a principle that is aligned with its use, namely in increasing tourism development. There are three elements that are prerequisites for e-tourism, namely ICT (Information and Communication Technologies), tourism and business, as well as support from the government (Retnasary et al., 2019).

Information through Instagram digital content aims to facilitate the delivery of information to people who have now switched to social media. Communication through Instagram digital content must contain informative and persuasive meanings. Informative messages will create satisfaction for an audience which is thirsty for information. Informative messages are of course messages that provide all information, in this case related to tourist objects. Every tourist certainly expects access to information about a tourist attraction, so it is very important to provide a lot of access to information in order to make it easier for tourists. Persuasive messages are no less important. This message is like an appeal or invitation for the government as a communicator to gently invite tourists to visit a destination. This form of persuasive message is presented in the form of photographs that present interesting things, such as natural beauty, and unique photo spots, so as to make tourists interested in visiting. In addition, persuasive messages are conveyed here indirectly from several public figures who are also involved in tourism and cultural events.

Social media managers have predetermined steps so that the messages contained in the digital content of Instagram social media can be conveyed properly to the public. Among them, uploading interesting content at the right time.

CONCLUSION

The use of digital marketing in the era of the digital economy industry plays a very important role in increasing tourism promotion. Digital marketing is a must because this generation often uses it, whether consciously or not. Digital marketing applications that will be used include websites, social media, online advertising, web forums, and mobile applications. In the future, digital marketing will have applications that make it easier for tourists to travel with an automatic system and multi-language. The use of digital marketing in the era of tourism will not only change the industry paradigm, but also work, ways of communicating, shopping, transacting, and lifestyle.

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