

ROLE OF DIGITAL MARKETING IN INCREASING VISITORS INTEREST IN BANYUURIP TOURISM VILLAGE, KEDAMEAN, GRESIK

Feliks Anggia B.K. Panjaitan¹, Hotman Panjaitan²

¹Management Study Program/Universitas 17 Agustus 1945 Surabaya,
feliksabkp@untag-sby.ac.id

² Management Study Program/Universitas 17 Agustus 1945 Surabaya,
hotman_pp@untag-sby.ac.id

Keywords:

Digital Marketing,
Promotion Strategy,
Visitor Interest, Tourism
Village, MSME

Abstract

In this digital age, marketers face new challenges and opportunities. Electronic media by marketers to promote products or services to the market is known as digital marketing. The primary goal of digital marketing is to attract customers and provide them with opportunities to interact with business owners or tourist attractions via digital media. The importance of digital marketing for marketers and consumers is the focus of this study. The impact of digital marketing and promotional strategies on increasing visitor interest was investigated. The effectiveness of digital marketing and its impact on increasing visitor interest were discussed in this study. The sample examined consisted of 150 respondents who were chosen at random to demonstrate the effectiveness of digital marketing. The information gathered was analyzed using a variety of statistical tools and techniques.

INTRODUCTION

Tourism is one industry that contributes to the country's economy by creating jobs, increasing foreign exchange, and improving the regional economy. Indonesia is a country that is proliferating in its tourism industry. In 2015, Indonesia's tourism sector employed 12.16 million people and generated Rp. 163 trillion foreign exchange. The Ministry of Tourism of the Republic of Indonesia has also set a target of increasing the number of tourists by 20 million in 2019. With the Go Digital Strategy being implemented, which attached the tagline "Wonderful

Feliks Anggia B.K. Panjaitan¹, Hotman Panjaitan²

Indonesia" to Indonesian tourism, the biggest obstacle emerged that was experienced not only by Indonesia but also throughout various countries, namely the Covid-19 pandemic.

Gresik Regency has immense tourism potential. Religious and nature tourism are the most popular forms of tourism in the Gresik Regency. Although various activities aimed at structuring tourist facilities have been carried out, there is still a dearth of supporting facilities designed to instill a sense of security, pleasure, and comfort in domestic and international tourists. In addition, the natural potential of the Gresik Regency has not been fully packaged as a tourist destination. Therefore, it is necessary to intervene at various levels to maximize the existing potential so that, in the end, this area can attract foreign investors and tourists from both domestic and international markets. Gresik Regency also has a tourist village attraction, namely ornamental plant tourism, called "Adenium Tourism Village." The tourist attraction is divided into three sub-districts which are administratively bordered. Driyorejo District, Wringin Anom District, and Kedamean District are the central sub-districts. In general, this area is very strategic and suitable for business purposes and various ornamental plants. Seeing the enormous potential, this location requires special attention and protection from the Gresik Regency government. This tourist attraction develops rapidly, creates jobs, and contributes or increases community and regional income. Since the opening of this tourist attraction, many residents have changed professions; previously, most people worked as farmers and factory employees. However, many residents currently work as plant sellers.

Local governments are expected to use appropriate, innovative, and creative strategies to attract domestic and international tourists by utilizing the current sophistication of information technology and digital marketing. Where digital marketing is a type of marketing activity that includes branding and is carried out through the use of various web-based media such as blogs, websites, email, Adwords, or social networks. However, digital marketing does not exclusively refer to internet marketing (Harahap, 2018). Local governments are expected to use digital marketing systems to disseminate information and promote tourism to attract people to visit tourist attractions.

Currently, the proportion of visits is decreasing, especially during the

pandemic and government PPKM regulations. Under such conditions, it will undoubtedly be detrimental to various parties, such as the Adenium sellers themselves, because their income from visitors is getting less and less, while maintenance costs and other needs are increasing.

Observing the difficulties faced by Adenium Tourism Village, researchers are trying to determine whether digital marketing promotion strategies can increase the number of tourists in the Adenium Tourism Village Area, Banyuurip Village, Kedamean District, Gresik Regency.

RESEARCH METHODS

This study uses a survey methodology with a descriptive approach. This is referred to as Explanatory Research. This research is a causality design, which seeks to establish a causal relationship between variables, and the researcher looks for concrete facts to assist in understanding and predicting the relationship (Zellatifanny & Mudjiyanto, 2018).

Sampling using probability sampling technique, proportional cluster stabilized random sampling method was used to obtain a sample of 150 visitors in the Adenium Tourism Village area, Banyuurip, Kedamean, Gresik. Data were analyzed using AMOS software (Lim & Hall, 2020).

RESULTS AND DISCUSSION

The following is data from 150 characteristics of respondents who have been willing to fill out the questionnaire:

Table 1. *Characteristics of Respondents*

Description		Total Respondents	Percentage
Gender	Male	97	65%
	Female	53	35%
	Total	150	100%
Age	17 - 27	30	20%
	28 - 38	75	50%
	39 - 49	45	30%
	Total	150	100%
Level of	Junior High	20	13%

education	School		
	Senior High School	95	63%
	BACHELOR	35	23%
	Total	150	100%

Source: Research data, 2021

Table 1 states that most respondents, 65 percent, are men. Meanwhile, the most significant majority of respondents are aged 28-38, which is 50 percent in terms of age. Moreover, lastly, when viewed from the level of education, the majority attended high school, amounting to 63 percent. The respondent data above represents visitors who come to Adenium Tourism Village, Banyuurip, Kedamean, Gresik.

The model completeness test consists of two tests: the model suitability test (Goodness of Fit) and the causality significance test through the regression coefficient test (Putra, 2018). Figure 1 and Table 2 show the following:

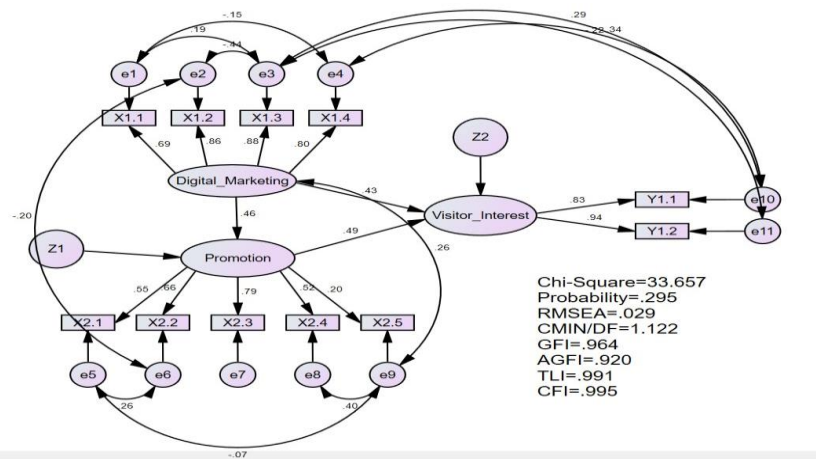


Figure 1. Full Model AMOS 24

The significance test is used to determine whether exogenous variables significantly affect endogenous variables (Praditya, 2020). According to Ho, the following is the hypothesis that underlies this test: Exogenous variables do not affect endogenous variables. Exogenous variables have a significant effect on endogenous variables. With a significance level of 0.05, Ho will be rejected if the significant value (P) is less than 0.05 and cr is more significant than 1.96. However, Ho will not be rejected if the significant value (P) is greater than 0.05 and cr less than 1.96 (Febrini et al., 2019).

Table 2. Regression Weights

Variable		Esti.	S.E.	C.R.	P	
Promotion	<---	Digital Marketing	0.457	0.14	3.79	0.00
Visitor Interest	<---	Digital Marketing	0.425	0.13	4.38	0.00
Visitor Interest	<---	Promotion	0.493	0.13	4.28	0.00

The following are the conclusions obtained from the results of the analysis in table 2:

The p-value of the influence of digital marketing (digital marketing) on promotional strategies, with a positive CR of 3.79, the p-value of the influence of digital marketing (digital marketing) on promotional strategies is 0.00. Because the p-value is 0.05 and C.R is more significant than 1.96, Ho is rejected, and it is concluded that marketing has a positive and significant effect on promotion strategy. The higher the level of digital marketing, the higher the level of the promotion strategy. This result is in line with research conducted by Goshal (2019), which found that businesses can grow big when they view social media sites as a strategic tool, and also Kim et al. (2019), which emphasizes the importance of treating social media as an integral part of an integrated promotional strategy. Furthermore, please do not take it lightly.

The p-value of the influence of digital marketing on visitor interest is 0.00, with a positive CR of 4.38. Because the p-value is 0.05 and C.R is more significant than 1.96, Ho is rejected, and it is concluded that marketing has a positive and significant effect on visitor interest. The greater the level of digital marketing, the greater the level of visitor interest; this statement is in line with the results of research from Prathapan et al. (2018), where tourist behavior shows that social media is an effective tool for integrating communication and marketing of tourism services (Iglesias-Sánchez et al. al, 2020), The effectiveness of digital marketing content arouses interest and desire in the minds of visitors, making them want to visit the location (Salmiah et al., 2020).

The p-value for the effect of promotional strategies on visitor interest is 0.00, with a positive CR of 4.28. Because the p-value obtained is 0.05 and C.R is more

Feliks Anggia B.K. Panjaitan¹, Hotman Panjaitan²

significant than 1.96, then H_0 is rejected, and it is concluded that marketing has a positive and significant effect on visitor interest. The bigger the digital marketing, the greater the visitor interest. These results align with Indriastuty's (2020) research, where promotion strategies are the primary basis for increasing visitor interest in tourism, and Awaluddin & Sumarni (2021), where promotional strategies have positive results role of attracting tourists to visit.

CONCLUSIONS AND SUGGESTIONS

In Indonesia, we are witnessing a radical shift towards the era of digitalization. Compared to traditional or conventional methods, consumers are looking for more information on the internet to find tourist attractions the best e-commerce available today. In their study, Kim et al. (2020) also found that the more people find information on social networking sites helpful and more interesting, the more likely they are to be interested in visiting tourist attractions or e-commerce. Xu et al. (2016) also found that more consumers use social media (e.g., Twitter, Facebook, Tiktok) and rely on them to visit tourist attractions and make purchases of goods of interest; promotion through this media becomes very important.

This study found that digital marketing techniques can significantly benefit tourist attractions and MSMEs if done correctly. According to Koch et al. (2018), large companies see social media sites as strategic tools, and some companies even hire employees to manage their social media pages. According to Swani et al. (2017), social media should be an integral part of an organization's integrated marketing strategy and should not be taken lightly. It has been proven that we are all connected via Whatsapp, Telegram, and other social media. The increasing use of social media creates new opportunities for digital marketers to attract customers through digital platforms.

Ultimately digital marketing can save costs and have a significant commercial impact on tourist attractions. It can be seen, in social media, that even MSMEs in tourist attractions can now reach the targeted market at low costs and compete on an equal basis with large companies.

REFERENCES

- Awaluddin, A., & Sumarni, S. (2021). Pengaruh Strategi Promosi Terhadap Peningkatan Kunjungan Wisatawan Di Kota Palopo. *Movere Journal*, 3(1), 81-92.
- Febrini, I. Y., Widowati, R., & Anwar, M. (2019). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Di Warung Kopi Klotok, Kaliurang, Yogyakarta. *Jurnal Manajemen Bisnis*, 10(1), 35-54.
- Ghoshal, M. (2019). Social Media As An Effective Tool To Promote Business-An Empirical Study. *Global Journal of Management and Business Research*.
- Harahap, D. A. (2018). Perilaku belanja online di Indonesia: Studi kasus. *JRMSI- Jurnal Riset Manajemen Sains Indonesia*, 9(2), 193-213.
- Iglesias-Sánchez, P. P., Correia, M. B., Jambrino-Maldonado, C., & de las Heras-Pedrosa, C. (2020). Instagram As A Co-Creation Space For Tourist Destination Image-Building: Algarve And Costa Del Sol Case Studies. *Sustainability*, 12(7), 2793.
- Indriastuty, N. (2020). Pengaruh Bauran Promosi Terhadap Minat Pengunjung Wisata Budaya Pesta Adat Erau. *Jurnal Manajemen Komunikasi*, 4(2), 61-80.
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring Consumer Behavior In Virtual Reality Tourism Using An Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69-89.
- Kim, M. Y., Moon, S., & Iacobucci, D. (2019). The Influence Of Global Brand Distribution On Brand Popularity On Social Media. *Journal of International Marketing*, 27(4), 22-38.
- Koch, T., Gerber, C., & De Klerk, J. J. (2018). The Impact Of Social Media On Recruitment: Are You LinkedIn?. *SA Journal of Human Resource Management*, 16(1), 1-14.
- Liem, A., & Hall, B. J. (2020). Respondent-Driven Sampling (RDS) Method: Introduction And Its Potential Use For Social Psychology Research. *Jurnal Psikologi Sosial*, 18(2), 116-130.
- Praditya, R. A. (2020). Leadership, Work Motivation, Competency, Commitment, and Culture: Which influences The Performance of Quality Management System in Automotive Industry?. *Journal of Industrial Engineering & Management Research*, 1(1), 53-62.
- Prathapan, M., Sajin Sahadevan, D., & Zakkariya, K. A. (2018). Effectiveness of digital marketing: Tourism websites comparative analytics based on AIDA model. *International Journal of Innovative Research & Studies*, 8(4), 262-273.
- Putra, M. S. (2018). Faktor-Faktor Pengembangan Sistem Informasi Akademik Berbasis Web Pada Perguruan Tinggi Swasta Palembang. *Jurnal RESTI (Rekayasa Sistem dan Teknologi Informasi)*, 2(1), 295-300.
- Salmiah, S., Fajrillah, F., Sudirman, A., Siregar, M.N.H., Simarmata, J., Suleman, A.R., Saragih, L.M., Hasibuan, A., Sudarso, A., Hasibuan, A.F.H. and Jamaludin, J. (2020). *Online Marketing*. Yayasan Kita Menulis.
- Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., & Donthu, N. (2017). What

Feliks Anggia B.K. Panjaitan¹, Hotman Panjaitan²

Messages To Post? Evaluating The Popularity Of Social Media Communications In Business Versus Consumer Markets. *Industrial Marketing Management*, 62, 77-87.

Xu, F., Tian, F., Buhalis, D., Weber, J., & Zhang, H. (2016). Tourists As Mobile Gamers: Gamification For Tourism Marketing. *Journal of Travel & Tourism Marketing*, 33(8), 1124-1142.

Zellatifanny, C. M., & Mudjiyanto, B. (2018). Tipe Penelitian Deskripsi Dalam Ilmu Komunikasi. *Diakom: Jurnal Media Dan Komunikasi*, 1(2), 83-90.