

Online Marketing Strategy of Tourist Attractions to Increase The Number of Tourist Visits

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Abstract

Indonesia is known as a country that has thousands of tourist destinations. No wonder this makes the tourism sector one of the main foreign exchange contributors for Indonesia. Apart from being a source of foreign exchange, tourism also plays a major role in the economic, social, entrepreneurial and cultural fields. The covid 19 pandemic that has hit the world including Indonesia in recent years has an impact on the amount of income in the tourism sector. Some of the problems faced in the management of tourist attractions in Lawela Selatan Village are: 1) the number of tourists visiting the tourist attraction is still relatively small and only comes from the neighborhood around the village due to the lack of marketing carried out by the manager of the tourist attraction, 2) Not all target partners understand about online marketing strategy management, 3) not all target partners are technology literate and able to maximize information technology so that the promotion carried out is still minimal, 4) The amount of content through social media is still limited, so the marketing reach is not too broad, 5) Kaburaburana tourist attraction does not yet have its own website to introduce its destination to the wider community. This activity was carried out in two stages, namely preparation and socialization. The implementation of PkM activities went smoothly in accordance with the expected objectives. As many as 83% of participants have a good understanding of online marketing strategies to increase the number of visitors to tourist attractions.

Keywords: online marketing strategy, tourist attraction, tourists

1. INTRODUCTION

Indonesia is known as a country that has thousands of tourist destinations. No wonder this makes the tourism sector one of the main foreign exchange contributors for Indonesia (Aribowo et al., 2018). Tourism is an activity that directly touches and involves the community so that it has various impacts on local communities, tourism can be said to be a driving force for development in an area that involves the local community (Mahendrayani & Suryawan, 2018). Tourism is also defined as a combination of symptoms and relationships that arise from the interaction of tourists, businesses, governments, hosts and communities in the process of attracting and serving tourists (Helianny, 2019). At present, tourism has even developed into one of the largest industries in the world, which is characterized by the development of the number of tourist visits and revenue earned from international tourists (Sari, 2018)

Apart from being a source of foreign exchange, tourism also plays a major role in the economic, social, entrepreneurial and cultural fields. The covid 19 pandemic that has hit the world including Indonesia in recent years has an impact on the amount of income in the tourism sector. This is due to the minimal number of tourists visiting tourist attractions due to the imposition of PPKM regulations by the government to reduce the spread of covid 19. However, after the pandemic the stretching of the tourism sector in Indonesia has begun to recover. This is indicated by the increasing number of domestic and foreign tourists visiting various tourist attractions spread throughout Indonesia. Menparekraf Sandiaga Uno in the year-end press conference (JPAT) of the Ministry of Tourism and Creative Economy which was held on December 26, 2022 stated that the number of foreign tourists (Wisman) visiting Indonesia until the third quarter or October 2022 amounted to 3.92 million tourists, where this number increased significantly compared to 2021 which was only 1.56 million tourists and the number of tourism workers also increased to 22.89 million people in (Kemenparekraf, 2022).

The increase in the number of tourists, both domestic and international, is a very good indicator towards the recovery of the tourism sector which had slumped. To be able to continue to increase the number of tourist visits, an appropriate marketing strategy is needed. Tourism managers make various efforts to advance and restore tourism in the new normal era, one of which is to increase the trust of tourists who have decreased. Online marketing of tourist attractions also makes a person's interest in traveling even higher. Digital marketing activities are usually carried out on websites, social media, online advertising, email direct marketing, forum discussions, and mobile applications (Warmayana, 2018).

Some of the problems faced in the management of tourist attractions in Lawela Selatan Village are: 1) the number of tourists visiting the tourist attraction is still relatively small and only comes from the neighborhood around the village due to the lack of marketing carried out by the manager of the tourist attraction, 2) Not all target partners understand about online marketing strategy management, 3) not all target partners are technology literate and able to maximize information technology so that the promotion carried out is still minimal, 4) The amount of content through social media is still limited, so the marketing reach is not too broad, 5) Kaburaburana tourist attraction does not yet have its own website to introduce its destination to the wider community. The progress of tourism today is also supported by easy access to information. Information and communication technology plays an important role in facilitating tourists who want to access information about tourist destinations because currently communication technology and the internet have spread throughout the tourism sector (Arofah & Achsa, 2022). Therefore, online marketing is the main strategy that can be used to further increase the number of tourist visits to various tourist attractions. Through online marketing, tourists can see an overview of the facilities and panoramas offered at a tourist attraction. Marketing through digital marketing is one of the strategies that can be used to support the progress of the tourism sector because it has a more effective and targeted share (Sujono et al., 2022)

The PkM activities carried out aim to improve the quality of tourist attraction managers and the Lawela Village community through training in online marketing strategies to increase tourist visits to tourist attractions, maximize the use of information technology to expand promotional areas and increase the amount of content on social media so as to expand marketing reach to increase the number of tourist visits.

2. METHOD

This Community Service activity was carried out in South Lawela Village, South Buton Regency on January 7, 2023. This activity was attended by village government officials, BUMDes administrators of Lawela Selatan Village and the community totaling 40 people. This activity was carried out in two stages, namely preparation and socialization.

1. Preparation

This preparation stage includes observation activities to identify the problems that occur with Lawela Selatan Village officials, then continued with a meeting to determine the schedule for implementing activities.

2. Socialization

This community service activity was carried out in the form of socialization through material presentation which was divided into two stages, namely socialization of the importance of tourism object management as a means of increasing regional income and socialization of online tourism object marketing strategies to increase the number of tourist visits. The socialization participants were actively involved in providing input on efforts to manage and market tourist objects online. The active involvement of the participants can be an indicator of the achievement of the objectives of PkM activities, where the community realizes the importance of using online marketing strategies as an effort to increase the number of tourist visits to tourist attractions in Lawela Selatan Village.

3. RESULT AND DISCUSSION

Strategy is basically the art and science of using and develop strengths to achieve predetermined goals. Strategic management is a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve the organization's goals (Aminah, Sitti, 2017). Marketing is a series of activities carried out by a company to stimulate demand for its products or services and ensure that products are sold and delivered to customers (Syam, 2019). Marketing strategy is very important to be implemented in various business sectors, including one of which is business in the tourism sector. Marketing activities carried out are intended to increase the number of visitors to tourist attractions, both domestic and foreign tourists.

Online marketing is currently a very appropriate strategy used to promote various tourist attractions in the country, one of which is the Kaburaburana tourist attraction in Lawela Selatan Village, South Buton Regency. Through online marketing, prospective tourists can easily obtain various information related to tourist destinations to be visited. Companies or marketers many use online media to do marketing because to minimize budget marketing costs, if compared to doing marketing through print media, audio media, or audiovisual media, marketing through audiovisual media, marketing through online media is much more effective and efficient. Online media as a medium for marketing is the right choice for marketers who want to cut their promotion costs (Sampita, 2021).

This PkM activity was carried out with the aim of providing information related to marketing strategies that are appropriately used to be able to increase tourist visits to local attractions. This activity was carried out in the form of training. The PkM team presented material to the participants related to the function, understanding of the objectives and concepts of marketing management, marketing strategies that are appropriate to use for the development of tourist attractions, marketing tourist objects online through the use of various social media platforms,



Picture 1. Material Presentation by the PkM Team

After the presentation of the material by the PkM team, it was then continued with a question and answer session by the participants. During the activity process, the participants were very active in providing good responses in the form of questions.



Gambar 2. Q & A with Activity Participants

Overall, the implementation of PkM activities went well and smoothly. As many as 83% of participants have a good understanding of marketing management and online marketing strategies by utilizing various social media platforms owned to increase the number of visitors to tourist attractions in Lawela Selatan Village. The speaker gave an explanation related to social media that can be used to promote tourist objects including Facebook and Instagram. The speaker explained how to create attractive content about tourist attractions through video and image displays by including a complete description so that potential tourists can get details about the attractions to be visited. The use of Instagram is one of the many managers making this media the key to tourism promotion (Karman et al., 2022), it is proven that marketing through social media such as Facebook, Instagram and Twitter is able to attract the number of tourist visits to tourist attractions (Raditya et al., 2020).

4. CONCLUSION

The implementation of PkM activities went smoothly in accordance with the expected objectives. As many as 83% of participants have a good understanding of online marketing strategies to increase the number of visitors to tourist attractions. This value is obtained based on the calculation of questionnaires distributed to the participants before the end of the activity.

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