Digital Marketing and Sustainable Tourism for Tourist Villages in Bangli Regency

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Abstract
Purpose: This research is to analyze the application of digital marketing to support sustainable tourism in each tourist village in Bangli Regency, Bali, Indonesia.
Research methods: The data collection method used in this study is a phenomenological approach. From the phenomena that happens, the researchers understood it more deeply by looking for concepts and theoretical foundations that are relevant.
Findings: The digital marketing model can make it easier for tourists to find tourist villages in Bangli Regency. It is also hoped that the negative impact on the natural environment caused by conventional promotional media can be reduced.
Implication: The outcome of this research is a digital marketing model that supports sustainable tourism in each tourist village in Bangli Regency from an environmental, economic, and socio-cultural perspectives.

Keywords: digital marketing model, sustainable tourism.

INTRODUCTION

Sustainable development in tourism is not only limited to nature but also oriented to the past and future of society's welfare (Astawa et al., 2018). Sustainability consists of environmental, economic, and socio-cultural responsibilities (Kapera, 2018). Sustainability of tourism is strongly supported by the benefits provided to the community, cultural preservation, and alignment with nature conservation (Astawa et al., 2019). Various ways have been done by several countries in maintaining the sustainability of tourism such as community-oriented governance known as CBT (Community-Based Tourism). This concept begins with developing regional tourism from the smallest unit, namely the village or rural area, this is because the village is the place for most of the tourist attractions that have a variety of uniqueness such as in nature, culture and other social life.

By referring to the basic principles of CBT from UNEP and the WTO, Suansri (2003) develop five principles which are the main aspects in the development of CBT in Thailand, the first is the economic principle with indicators of the emergence of funds for community development, the creation of jobs in the tourism sector and the emergence of local community income. The second is the social principle with indicators that there is an increase in the quality of life, an increase in community pride, a fair division of roles between men and women,

younger and older generations and there is a mechanism for strengthening community organizations. Third, cultural principles with indicators encourage people to respect different cultures, encourage the development of cultural exchanges and the existence of a development culture that is closely embedded in local culture. Fourth, environmental principles with indicators of carrying capacity area development, there is an environmentally friendly waste disposal system and there is concern about the importance of conservation. Fifth, political principles with indicators that there are efforts to increase participation from local residents, there are efforts to increase the power of the wider community and there are mechanisms that guarantee the rights of local communities in natural resource management. The local Balinese community then collectively realized that tourism was the main source of the economy on the island. After 1966 tourism in Bali became a solution to the problems of employment and people's income (Pringle, 2004). The image of Bali as a beautiful, majestic, exotic, sustainable tourist destination, with the behavior of its people who are friendly and unpretentious, is supported by its customs and culture which are based on the principles of harmony and balance. Moreover in Bali, cultural tourism is a tourism development paradigm (Mudana et al., 2021) as written in Peraturan Daerah Bali nomor 2 tahun 2012 tentang Kepariwisataan Budaya Bali (Bali Local Regulation on Balinese Cultural Tourism).

Sustainable tourism according to the concept of Muller in Nieamah et al (2018) is tourism that is managed referring to qualitative growth, the intention is to improve welfare, the economy and public health. Improving the quality of life can be achieved by minimizing the negative impact of non-renewable natural resources. Meanwhile, according to sustainable tourism development, tourism development emphasizes the principles of sustainable developmentBangli Regency is one of the regencies in Bali that has unspoiled natural potential and is very suitable for developing rural tourism, the importance of implementing sustainable tourism in the development of the tourism sector in Bangli Regency should be a must.

The Bangli Regency Government has established 31 tourist villages spreading over 4 sub-districts. Of that number, most of the 20 tourist villages are in the mountainous area of Kintamani District. The potential of the 31 tourist villages in Bangli is diverse, ranging from cultural tourism, geological tourism, agro tourism, spiritual tourism, to nature tourism. In addition to having an impact on economic life, the development of tourist villages also affects the social and cultural life of the surrounding population. The influx of tourists with various kinds of habits, environments, educational levels, and different life backgrounds, can affect the population visited, both those who provide direct and indirect service (Yoeti, 1997). Rural tourism is certainly different from urban tourism, both in terms of object, location, function, scale and character.

Aspects such as the role of tourist villages in location specialization and the availability of attractions and facilities deserve attention in the development of tourist villages which are expected to support rural diversification (Fajarwati, 2008). In the past, tourism marketing was enough just to use conventional marketing media, but now internet penetration has changed the pattern of distribution of information and communication between companies and consumers in the tourism sector (Hamzah, 2013). The development of the tourism industry in Indonesia has a bright future, given the many potential natural and cultural attractions that are attractive and worthy of sale in the international

market (Kalebos, 2016). To provide various conveniences for users to provide services in the tourism sector that are easier to access. Digital marketing in tourism is made aiming to promote and market a tour on social media to attract tourists to come. Digital marketing activities are usually carried out on websites, social media, online advertising, direct marketing email, discussion forums, mobile applications (Sahla, 2019). The emergence of a phenomenon in the development of tourism in Bangli Regency, especially in marketing a destination or tourist village that has not all implemented digital marketing optimally. Of the 31 tourist villages in Bangli Regency, they are only found on search engines based on the website of each official village, not specifically for the tourist village website.

Talking about the modernization era, it is impossible to separate from the role of technology. Technology is the result of a human thought which is then created in the form of a certain machine or sophisticated tool. The internet is a place for a one stop solution for the community (the netizens), namely the solution to almost all the questions they face today. Based on this data, it can be seen that digital marketing is not only an inanimate tool, but it has become ingrained in people all over the world. This is certainly good news and opens up fresh business opportunities for marketers. Digital marketing has a very broad scope. This means that in digital marketing we are talking about IT, social media, trends, netizens business, advertising, and others. Technological progress is a tangible manifestation that consumer behavior has now undergone a shift. The needs and desires that want to be more practical and faster seem to be endemic to a trend in society that is touted as modern society. The people's need for information and the desire to be recognized as human are not ancient. Technological growth is growing rapidly along with the availability of smartphones at affordable prices. Not surprisingly, the growth rate and penetration rate of internet users, especially in Indonesia, is relatively high.

RESEARCH METHODS

This type of research is qualitative research. According to Creswell (2010), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures: collecting data in the participants' setting; analysing the data inductively, building from particulars to general themes; and making interpretations of the meaning of data. The final written report has a flexible writing structure. The approach discussed further is the phenomenological approach. This phenomenological research has its own charm because it is increasingly in demand by researchers from various disciplines. The phenomenological approach is not only carried out by researchers in the field of social sciences but also penetrates into other disciplines including the field of education. This paradigm arises because of the emergence of human thinking on subjectivity. What is meant by subjectivity here is an antonym of the word objectivity. The subject in question is the meaning of "I" which is in humans who will, act, and understand. Humans come into the world as subjects who have self-awareness, not only present as objects in this world, but as subjects who think, reflect, and act critically and freely (Mujib, 2015).

FINDINGS

Marketing through digital marketing cannot be separated from the main basis of conventional marketing which aims at marketing target consumers and products to be marketed to target consumers. Digital marketing activities are carried out by marketers and get benefits, so many use internet media in marketing. According to Hermawan (2012), there are two main points of benefits of digital marketing, namely: The cost is relatively cheap Marketing using digital marketing is much cheaper and also reaches potential consumers very broadly compared to conventional advertising. The nature of digital marketing media allows consumers to check and compare products with each other more conveniently. Huge information load, the benefit of using digital marketing is that digital marketing provides a large amount of information compared to conventional media such as print, radio and television media, digital marketing at a lower cost than other media is able to reach a very broad target consumer, and also companies that use digital marketing able to store data accurately required by the company. Overall digital marketing helps business expansion in this digital era, everyone has turned to online methods. Starting from ordering goods, delivery, payment to marketing is also done online.

Marketing tourism destinations digitally by focusing more on government websites, distributing information about the existence of tourist objects, including ongoing events. In addition, usually destination marketing can be done through the website of business actors, the image of tourism that has gone global, helping tourism marketing through its website. On the other hand, keep in mind that digital marketing must still exist in the midst of a tight budget, because there are many social media that can be used without having to spend a lot of money (Sianipar, 2019). As a businessman, of course, you are required to have insight into broad online marketing strategies that can help increase awareness and turnover of products sold.

The following is an online marketing strategy or digital marketing according to Priharto (2021). The first online marketing strategy is content marketing. Content marketing (CTM) is a strategy that is carried out by business actors by providing information related to the business they are doing. The second online marketing strategy is through visual marketing (VM). Visual marketing is actually part of content marketing that focuses on visual media such as illustrations and digital graphics, photos, and videos. Mobile Marketing (MM) is mobile marketing as a digital era marketing strategy that is devoted to audiences with mobile devices such as smartphones and tablets. This mobile marketing is the development of content marketing after research was conducted on the ordering method which is mostly done by consumers via smartphones rather than PCs. Continuous Marketing (CM) is marketing that is carried out continuously or continuously on social media.

Integrated Digital Marketing (IDM) utilizes all aspects of digital resources to market products. Digital resources in the form of websites, blogs, applications, social media, and Youtube channels as a medium to reach a wider market. Personalized Marketing (PM) there is also personalized marketing, which can be interpreted as personal marketing so that the products offered are likely to be really needed by the target audience with an approach based on demographics. Affiliate Marketing (AM) The term affiliate marketing refers to an online marketing strategy carried out by two parties for mutual benefit. Search Engine Optimization (SEO) then, there is an online marketing strategy by optimizing the website. This

method is often called search engine optimization (SEO). This is done so that the company's website or product can appear in the first order in search engine searches such as Google. Search Engine Marketing (SEM) at first glance and search engine optimization are similar because they use search engines as a tool. However, for search engine marketing (SEM) it is an online marketing strategy by placing website ads in the top position on search engines. Social Media Marketing (SMM) lastly is social media marketing. Of all the many online marketing strategies, social media marketing is the easiest to implement. Because almost everyone has media ranging from WhatsApp, LINE, Facebook, Twitter, and what is currently on the rise is Instagram. Social media marketing relies heavily on content marketing. Based on these 10 strategies, the researchers conducted a search-on-search engine keywords or the name of each tourist village to find out the strategies that had been applied as follows (table 1).

Table 1. The application of digital marketing in the tourist village of Bangli Regency.

No	Name of Tourist Village	Digital Marketing									
		CTM	VM	MM	CM	IDM	PM	AM	SEO	SEM	SMM
1	Abang Batudinding								√		
2	Abang Songan			√					√	√	
3	Batur Selatan	√		√		√		√	√	√	
4	Batur Tengah								√		
5	Batur Utara								√		
6	Bayung Gede								√		
7	Belandingan								√		
8	Buahan			√					√	√	
9	Bunutin								√		
10	Catur	√			√			√	√	√	
11	Guliang Kangin	√		√	√	√		√	√	√	√
12	Guliang Kawan								√		
13	Jehem	√						√	√		
14	Kayuamba								√		√
15	Kedisan			√				√	√	√	√
16	Kintamani	√	√	√	√	√	√	√	√	√	√
17	Kutuh							√	√		
18	Langgahan							√	√		
19	Penglipuran	√	√	√	√	√	√	√	√	√	√
20	Pengotan							√	√		√
21	Peninjoan								√		
22	Pinggan							√	√		√
23	Sedit								√		
24	Selulung								√		√
25	Songan A			√					√		
26	Songan B			√					√		
27	Sukawana	√		√				√	√	√	√
28	Suter	√							√		
29	Tembuku	√							√		
30	Terunyan	√	√	√	√	√		√	√	√	√

31	Undisan	√		√	√

Bangli Regency has 31 tourist villages, but after a search on a search engine the one that really concentrates on marketing tourist villages is Penglipuran Village. The availability of various digital marketing media is not enough to create the promotion itself without human resources who have skills in this field. No matter how attractive a tourist destination is, without an effective and targeted promotion, the tourist village will not be of interest to potential tourists. This happens because potential tourists do not have enough information regarding the tourist village. In addition to using websites and social media, mobile applications designed specifically for smartphone and tablet devices. There are 4 mobile application platforms, namely Android, Ios, Windows 8 and Windows Phone. Applications developed that are mobile-based are like booking airline tickets or hotels such as Traveloka, TripAdvisor and the like as shown in Figure 1.
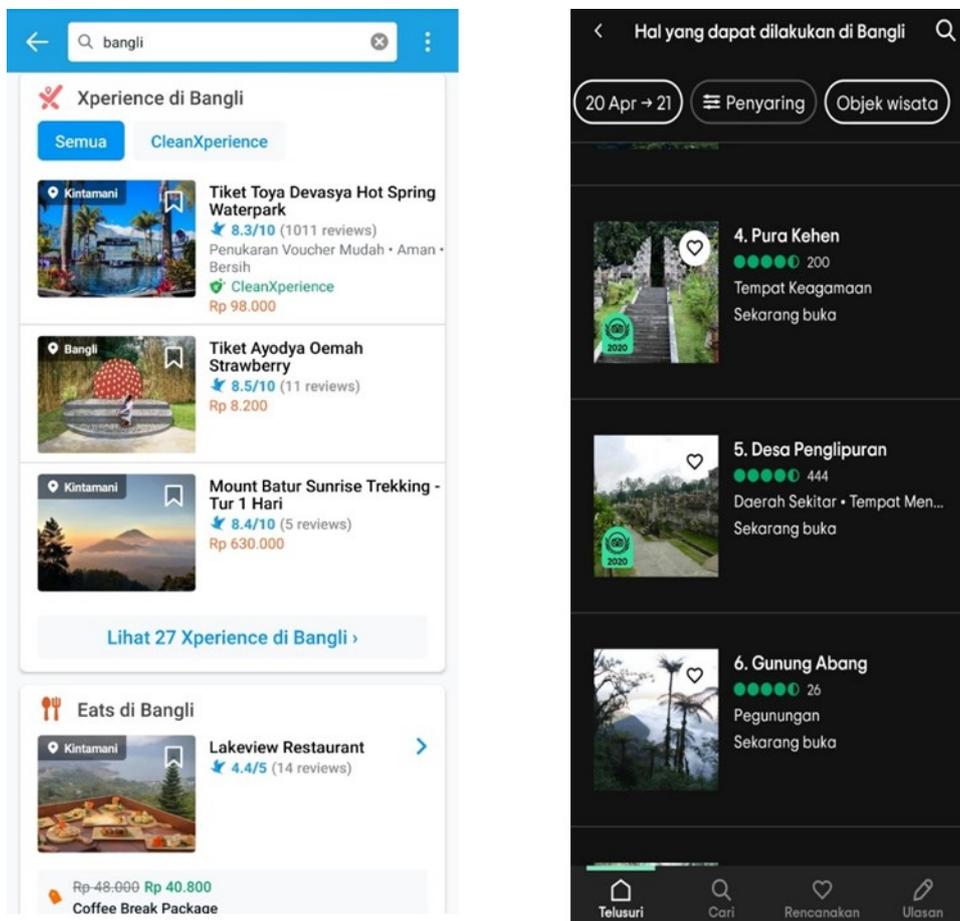

Figure 1. Tripadvisor and traveloka mobile application display

With the development of smartphone technology today, we get all information in our hands and transactions can be done on a mobile basis wherever we are. Smartphone applications support digital marketing which are already integrated with each other. With an integrated and updated system in real time, whether it be in the form of content, images, animation or video or sound, it

will make it easier to promote tourist villages digitally. On the one hand, it will pamper customers or tourists to find the desired places without the need to go to a travel agent. And the business side will reduce operational costs, be faster and more professional and the information conveyed can be immediately known to the whole world. Managers of the marketing field in each tourist village to communicate with the market manager of each mobile application. From the results described above, it is known that several digital marketing models are acceptable, so that researchers can find out what digital marketing steps will be applied to tourist villages in Bangli Regency. In these stages, it can be used as a model on each platform used.
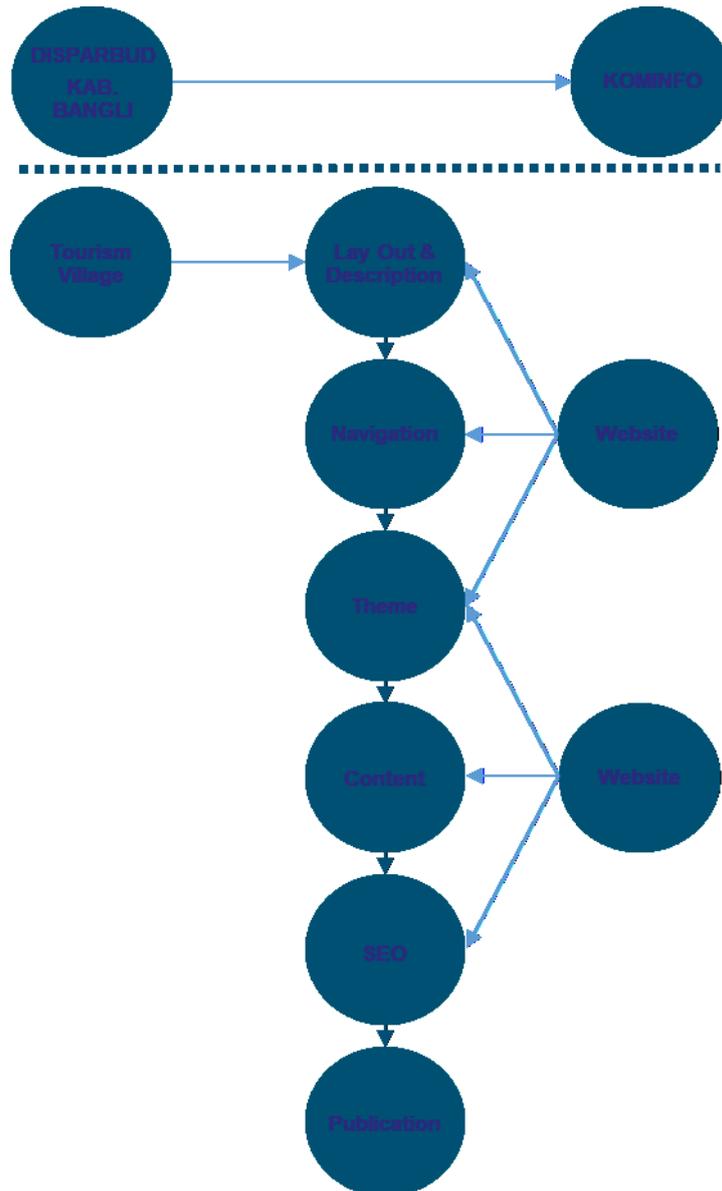

Figure 2. Digital marketing model using website

The marketing field of the Bangli Regency Tourism Office provides direction so that all tourist villages are active in making layouts, descriptions of each potential they have, interesting and easy to understand navigation, themes according to the potential of each tourist village, content that is constantly

updated and has good visual quality. well, and apply SEO to improve the search engine of the website, search engines will display ranking results based on searches that best match the content that is relevant to the targeted keywords. Then, Google's algorithm also always ensures users to get information and content from relevant and trusted sources. Google itself also has an updated algorithm that will change from time to time according to the times and existing technology. In order for the website to be accessed or visited by many people from all over the world, the website must be published on a web server
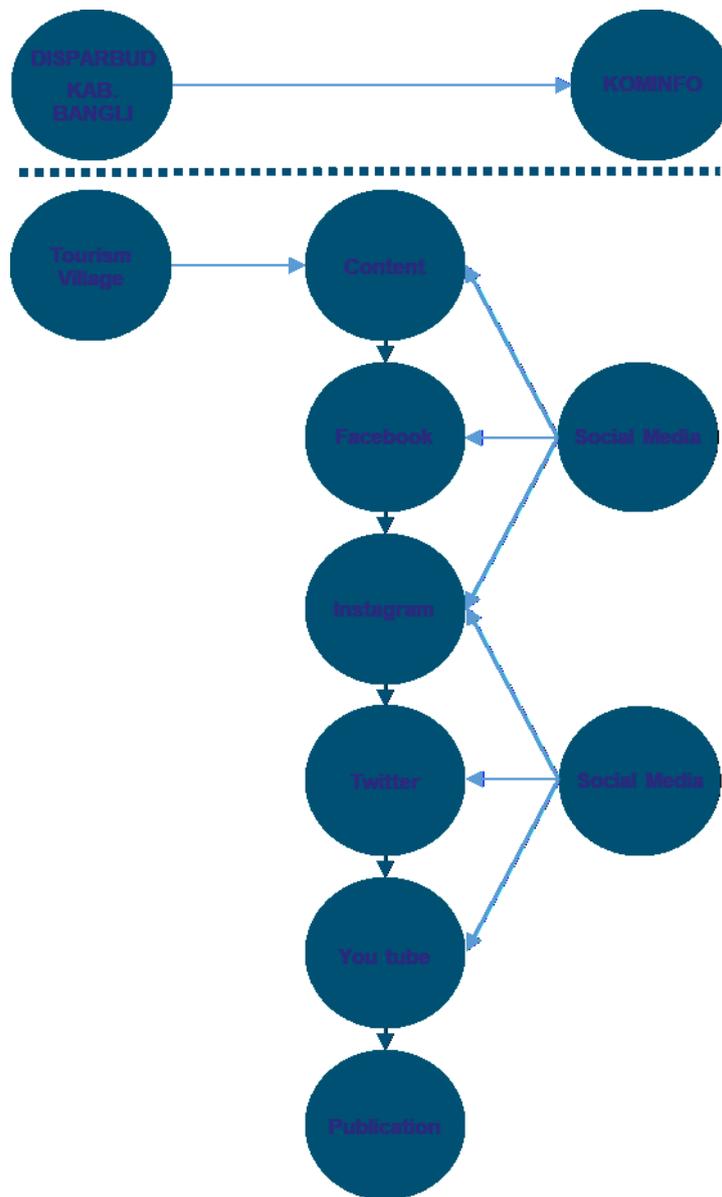

Figure 3. Digital marketing model using social media

The marketing sector of the Bangli Regency Tourism Office provides direction so that all tourist villages are active in creating content that is continuously updated and has good visual quality and information that can provide knowledge about the potential of each tourist village. After the content is available, social media accounts must be owned such as facebook, instagram,

twitter, youtube. Every content uploaded on each social media should be a caption that is right on target, after that it is published.
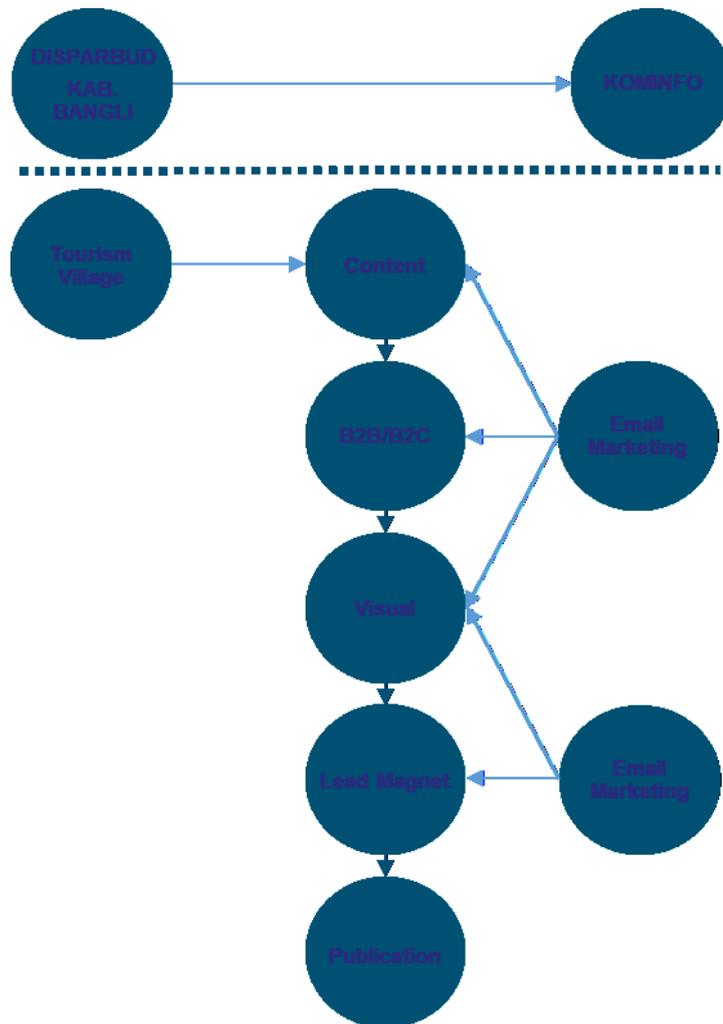

Figure 4. Digital marketing model using email marketing

The marketing department of the Bangli Regency Tourism Office provides guidance so that all tourist villages are active in collecting B2C and B2B databases. For B2C databases, they are usually obtained personally using a personal email, in contrast to B2B whose emails are obtained from business travel agencies, communities and associations. In using email marketing, it is quite important to pay attention to the management of the customer database you have. There are two things that need to be considered in managing the database, namely how we collect data and then manage the data properly. By having good database management, a business person can take advantage of the database to create a more scalable and massive marketing campaign.

Make visuals that are continuously updated and have good quality and information that can provide knowledge about the potential of each tourist village. Visuals are prepared together in designing the lead magnet. Using a lead magnet, such as offering a stay discount at each tourist village that has accommodation, free airport transfers. If the lead magnet offered is large, the opportunity to get more complete data will be accepted by the tourist village manager. Through newsletters, tourist villages can send various forms of publications they want.

These publications are generally in the form of information such as articles and the latest news.
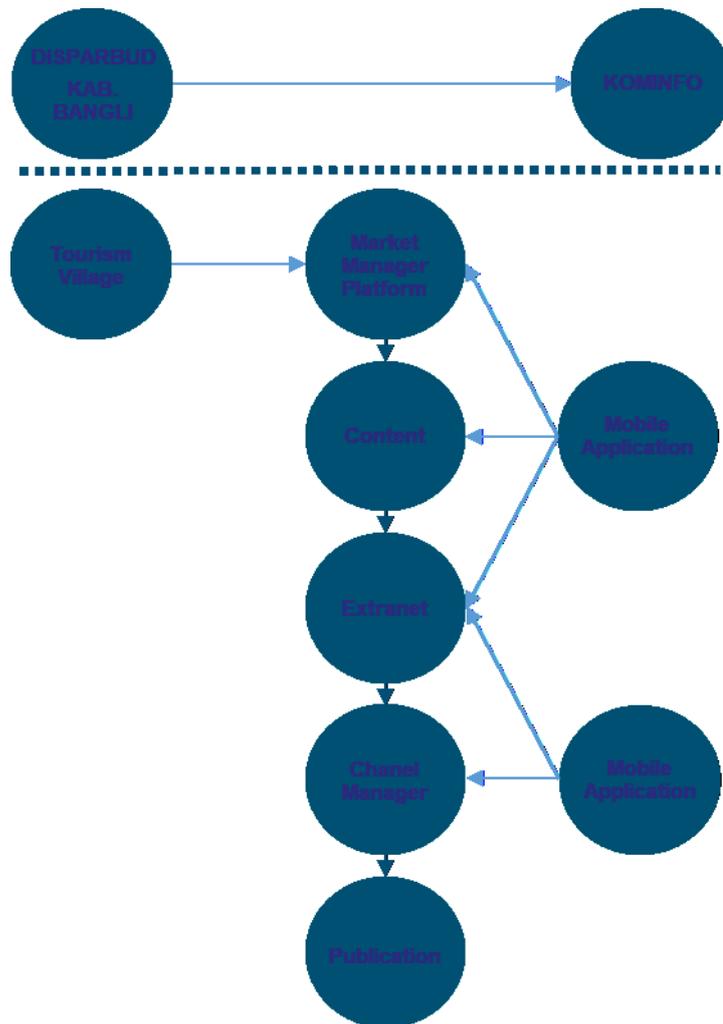

Figure 5. Digital marketing model using mobile aplication

The marketing sector of the Bangli Regency Tourism Office provides direction so that all tourist villages are active in tourism or traveling mobile applications. The tourist village manager received directions from the Bangli Regency Tourism Office and the Ministry of Communication and Information to contact the market manager or mobile application manager, after which visual content and newsletters were prepared into the extranet. In the extranet, the tourist village manager can update the price and availability of accommodation.

CONCLUSION

Digital marketing has a principle that is aligned with its use, namely in introducing the potential of each tourist village, increasing income and making the tourist village develop and sustainable. Some of the models that can be applied include the use of websites, social media, email marketing, mobile applications. Through digital marketing, it can make it easier for tourists to carry out tourism activities with an automatic system and multi-language presence.

ACKNOWLEDGEMENT

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