

Digital-Based Promotion strategy of Kulati Tourism Village, East Tomia District, Wakatobi Regency

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ABSTRACT

Digital-based promotional strategy is one form of marketing activity that uses electronic media as a tool to introduce an object to be sold. With the development of increasingly advanced technology, where all forms of human activities are almost 80% using technology in helping their daily activities, one of which is marketing activities for business people providing goods and services, especially in the world of tourism that offers facilities and facilities. With this digital promotion, which utilizes social media and advertising through the internet and television as a medium of assistance, it can obviously give a wider reach, especially the high level of public interest in the use of social media. Therefore, it is important that the use of this digital-based promotion strategy is carried out in Kulati Tourism Village in increasing the number of tourist visits to Kulati Tourism Village, especially the tourist village is still under development so that it can help in improving good services and the development of facilities and infrastructure that exist in the world of tourism.

In this study to find out the digital-based promotion strategy in Kulati Tourism Village, researchers used qualitative counteractive techniques with a SWOT approach and applied the concept of promotional mix according to Kotler and Armstrong (2014, p.429) which discusses the specific combination of advertising, sales promotion, public relations, personal sellers, and direct marketing facilities. As well as the concept of digital promotion) according to Ryan in Harwindra Yoga Prasetya and Adi Nurmahdi (2015) to provide solutions in forming a digital-based promotional strategy in Kulati Tourism Village later.

Keyword : Strategy, Promotion, Digital, Tourist Village

1. INTRODUCTION

Indonesia is a very large archipelagic country, as in the Island Data Coordination Follow-up meeting led by the Geospatial Information Agency (BIG), there are an additional 229 islands so that in total there are 17,000 islands as of 2020. Inhabited by various races, ethnicities, and ethnicities different ones. According to the 2010 BPS census, Indonesia has more than 300 ethnic groups or tribes, to be precise there are 1,340 ethnic groups. Each region has its own advantages including its natural potential. This is beneficial in the tourism sector. With the many natural potentials that it has, it will attract many foreign tourists to visit Indonesia and will provide its own advantages for the State of Indonesia.

Internationally, Indonesia is famous for its diverse tourism potential. Starting from natural attractions such as beaches, waterfalls, mountains, and cultural attractions that are still thick with cultural customs from various ethnic groups, cultures that exist in the Indonesian region. One of the tourist attractions in Indonesia that has tourism potential is Wakatobi Regency. Wakatobi Regency is a water area where tourism that develops in this area is marine tourism that relies on underwater beauty. With the work of the local community, the majority are fishermen with abundant marine products. so that the government of the tourism office in the field of human resources and creative economy continues to develop by providing training to the community in Wakatobi Regency in the utilization of existing resources. In addition, in Wakatobi Regency there are villages that have been developed into a tourist village because they have potential tourist attractions that can support tourism activities such as cultural attractions

and beautiful natural beauty as found in one of the villages in East Tomia District, Wakatobi Regency. namely Kulati Village.

In Wakatobi Regent Regulation No. 28 of 2016 concerning Fast-Growing Strategic Areas, Chapter II Fast-Growing Strategic Areas Article 2. In the fast-growing tourism strategic area, Wakatobi Regency related to tourism development includes the Regional Tourism Development Area (KPPD) Kulati Village and its surroundings are included in the Ecotourism development area which includes the Village Kulati, Dete Village, and Wawotimu Village.

Kulati Village is one of the villages in East Tomia District, Wakatobi Regency. This village has beautiful and attractive natural attractions such as shady trees, savanna, and beaches. In addition, this village has a cultural tradition that is held every year, namely the "POTAPAKI" (discussion) tradition, in this tradition it is a happy moment where nomads go home and gather with their families. The uniqueness of this tradition is where these nomads will discuss with village elders to discuss told about their experiences while they were overseas. In addition, in the discussion they will hold a celebration which will be filled with cultural attractions in this village such as "Pajuju and Lemba Kangsodha". Then before holding the celebration they will first be exiled for 8 days 8 nights where this traditional ritual is called "Sombo Alalungku". In addition, with the stipulation in the ecotourism development area, the Kulati Tourism Village also has tourism potential based on ecotourism, these potentials are in the form of forest conservation filled with shady trees, wide savanna fields, and coastal conservation.

However, with the existing tourism potential, the existence of the Kulati tourism village is still not widely known by tourists, both foreign tourists and domestic tourists. The lack of tourist visits is because the Kulati Tourism Village is a newly developed tourist attraction, besides that it is also due to the lack of existing tourism promotions. Even though there are social media accounts created to help promote tourism promotion strategies in the Kulati Tourism Village, it has not yet provided an increase in the number of tourist visits in the Kulati Tourism Village. Therefore, it is necessary to have an attractive digital-based promotional strategy so that it can increase the number of tourist visits.

Seeing the rapid development of information and communication technology in line with the increasing use of the internet throughout the world, Indonesia is no exception. From the 2017 survey of Indonesian Internet penetration and players by the Association of Indonesian Internet Service Providers (APJII) released in February 2018 stated that in 2017, the number of internet users in Indonesia reached 1433.26 million (Kompas 19/02/2018). This figure increased by 7.96% compared to the previous year, namely in 2016 which was recorded at 132.7 million people. The number of internet users in 2017 covered 54.68% of the total population of Indonesia which reached 262 million people. With this significant number, Indonesia is the number 5 country that has the most internet users in the world. Data released by Internet World Stats as of December 31, 2017, mentions that ranked 1 to 4 in a row are China, India, the United States and Brazil (Internet Word Stats, 2018).

With the large number of users of information technology in Indonesia, it is certainly a great opportunity for the business world to help market their business online. Not to forget, the government also has the opportunity to provide information and promote its strategic sectors, such as in the tourism sector. Technological progress is unavoidable, like it or not, all sectors must face it with a new spirit in the digital world. Innovation for innovation must continue to be developed to answer the challenges and opportunities in this digital era. At this time, tourists have taken advantage of online technology. For this reason, tourism can no longer be worked on by only relying on conventional methods. For this reason, a transformation from conventional to digital is needed. There are several social media that can be used to disseminate information such as the use of websites, blogs, and social media such as Facebook, Instagram, Twitter, and similar applications. These accounts can be accessed easily either through computers, smart phones and tablets which have become part of people's lives today.

The importance of research related to digital-based promotional strategies for the Kulati Tourism Village, East Tomia District, Wakatobi Regency was carried out in addition to increasing the number of tourist visits, also due to seeing the level of use of digital information which is quite high, which is approximately 54.86%, almost half of the existing population. In Indonesia itself, this digital-based promotional strategy can make it easier in the marketing field in introducing the potentials of existing tourist attractions to attract tourists to visit the tourist village. Moreover, this digital-based promotion method provides a broad reach and can cover various groups such as the millennial generation who are fairly active in the digital shutter.

2. METHODOLOGY

According to Sugiyono (2001: 89) data analysis is a process of searching for systematically compiling data, data obtained from interviews, field notes and documentation, by organizing data into categories, breaking down into units, synthesizing, compiling into patterns, selecting what is important and what will be studied, and draw

conclusions so that they are easily understood by themselves and others. In this study, data analysis was carried out qualitatively and then explained using qualitative descriptive techniques. Meanwhile, according to Miles and Huberman (Sugiyoni, 2007) suggested that there are 4 steps in data analysis, namely:

1. Data collection

Data collection is the stage where researchers collect data from observations, interviews and literature studies. Where the research data still contains general knowledge.

2. Data Reduction

Reducing data means making a summary or details that contain the main things that are important, and in accordance with the themes and patterns being sought. Data reduction is used to sort out all the findings in the field according to the research problem, so that the research results can answer the problems raised in the study.

3. Data Display

After the data is reduced, what needs to be done is to present the data. Miles and Huberman (1984) introduced two kinds of formats, namely context and matrix diagrams. In this study, the data that has been reduced is known to be presented in certain chapters and sub-chapters. The presentation of the data is narrative but not only descriptive but accompanied by analysis from the research.

4. Conclusion and Data Verification (Conclusion Drawing/Verification)

The data obtained were then categorized, searched for themes and patterns and then drawn conclusions. The conclusions obtained may be able to answer the formulation of the problem that has been formulated from the start, but also may not, can be in accordance with the initial conclusions put forward, it can also change because the problem is basically temporary and will develop after the researcher starts doing research. Conclusions are used on research results that have been adapted to the themes and patterns of problems in this study and have been adapted to the theories and concepts used.

Researchers used qualitative descriptive data analysis with a SWOT approach consisting of Strengths, Weaknesses, Opportunities and Threats. The application of SWOT analysis in promotion and marketing strategies is done by looking at the main steps of a marketing which consists of conducting a situation analysis (SWOT analysis), implementing goals or objectives, compiling strategies and programs, and coordinating or controlling. So after the situation analysis is determined, then a marketing strategy is prepared to achieve the goals that have been planned in the long term. This SWOT analysis is very important to do because the results of the analysis can later be used to see the strengths, weaknesses, opportunities, and threats that will be faced and also what strategies must be taken to face the competition.

According to Freddy Rangkuti, 1997, SWOT analysis is the systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Thus strategic planning (strategy planning) must analyze the company's strategic factors (strengths, opportunities, weaknesses, and threats) in current conditions. This is called situational analysis where the business and company performance can be determined by a combination of internal and external factors. The statement is as follows:

1. Internal Factor

Is a factor that is more internal to the company in order to assess or identify the strengths and weaknesses of each part. The point is to try to find "advantages" that will be used to differentiate ourselves from competitors, so it must be seen from the consumer's point of view. If applied in the promotion strategy carried out by researchers in the Kulati Tourism Village, it can be seen as follows:

a. Strengths, the strength in the form of tourism potential owned by the Kulati Tourism Village so that it can be developed even better so that it is able to survive and compete in the tourism market.

b. Weaknesses are all factors that are not beneficial or detrimental to the Kulati Tourism Village as a tourist attraction.

2. External Factors

Is a force outside the company where the company has no influence at all on it, but the damage that occurs to the environment will affect the performance of all companies in the industry both factors must be considered in the SOWT analysis. If applied in the promotion strategy carried out by researchers in the Kulati Tourism Village, the external factors can be in the form of:

a. Opportunities, all opportunities that can be utilized or contributed to achieve success as a tourist village in the tourism sector.

b. Threats, things that can threaten or bring harm to the Kulati Tourism Village in the tourism sector.

3. RESULT

3.1 Overview of Kulati Tourism Village

Kulati Village is one of the areas in East Tomia District, Wakatobi Regency, Southeast Sulawesi Province. Kulati village has a strategic area and includes residential areas, mountains and community gardens. Kulati Village is divided into 3 Hamlets, namely:

1. Timbarado Hamlet,
2. Dusun Padatimu,
3. Dusun Sipanyong.

Kulati Village is one of the villages located in the East Tomia District with an area of 7,900 Ha/m² with the village boundaries as follows:

1. To the north it is bordered by Wawotimu Village
2. To the south, it is bordered by Dete Village
3. To the east it is bordered by the Runduma Sea
4. In the west, it is bordered by the village of Wawotimu/Dete

The geographical location of the Kulati Tourism Village includes a land area with a land slope of 70 degrees which has an altitude between 0-57 msl above sea level. This area is very suitable for plantation agricultural areas, and livestock, both food crops and horticulture. The distance from Kulati Village from East Tomia sub-district is 9 km with a distance of 1.5 / hour using two-wheeled vehicles, while the distance from Wakatobi Regency which is centered in Wangi-Wangi District is ± 210 km with a distance of 4 hours, namely:

1. Travel time is 2 hours using public transportation such as ships and,
2. The distance is 2 hours using a two-wheeled vehicle to the village.

Based on the results of data collection carried out in 2020, it was recorded that the total population of the Kulati Tourism Village reached 766 people with a ratio of 371 men and 395 women. This amount is quite a lot and is an asset owned by the village, if this potential is empowered.

The residents of the Kulati Tourism Village are not much different from other villagers, besides being tenacious and also diligent in working, especially in the agricultural and plantation sectors as a source of livelihood. Likewise, the diligent and active community is more concerned with work than attending village office meetings/meetings or village activities so that it can be seen that the lack of community participation in development activities and even the culture of gotong royong for village development activities has started to thin out. However, especially for activities that are family in nature, it is still strong in residents such as wedding parties, aqiqah, adatistiada, etc.

The people of the Kulati Tourism Village are people who have a high spirit and work spirit, this can be seen from the various types of work and activities carried out by the village community every day. But what is mostly done is agriculture, fishermen, and breeders so that to find out the dominant potential possessed by a village can be seen from the number of residents who carry out an activity. Various types of work are carried out ranging from farm laborers to civil servants (Civil Servants), ranging from uncertain jobs to permanent jobs. However, in general, the main occupations of the community are garden farmers and ranchers. Various types of crops are grown ranging from short-term crops to long-term crops. This work is carried out by both women and men, children to adults though. For school-age children, it is usually done when they come home from school but it is not a necessity but just to help.

3.1 Overview of Kulati Tourism Village

Promotional activities in the world of tourism is one component that is a priority of marketing activities. With a promotion, tourists will know that there is something new and can attract their attention to visit a tourist attraction. Promotional activities are closely related to the dissemination of information to be conveyed to consumers because so far the success rate of products in the market is influenced by the selection of media and the type of promotion chosen. The most influential promotional tools in marketing are advertising, sales promotion, direct or interactive marketing, and publicity.

In this study, the researchers used the concept of the promotional mix according to Kotler and Armstrong (2014) to find out the systematics of tourism marketing in Kulati Tourism Village, and the application of the promotion mix concept in this study is described in five descriptions.

Advertising is a paid and non-personal communication that uses a sponsor to inform the audience about a product and all forms of non-personal presentation and promotion of ideas, goods or services to be marketed. Advertising plays an important role and is a part of modern industrial life, seeing technological advances in the modern era as it is today, it can be said that promotion in the form of advertising can have a large enough impact in attracting consumer interest.

When viewed from the level of its role which is quite important, the advertising method can also be applied in marketing promotion of a tourist attraction in order to increase the number of tourist visits, both domestic and

foreign tourists, because of the wide scope of advertising, especially in the modern era with increasingly advanced technological developments. In addition, the development of advertising is strongly influenced by the development of both print and electronic media that can be used as a means of marketing a tourist attraction. So when viewed from what is in the field, the promotion method in marketing tourism activities in the Tourism Village is to pay attention to the following two types of advertising:

1. Persuasive advertising

This persuasive advertisement is a type of advertising that influences consumers to visit tourist attractions in the Kulati Tourism Village. So when viewed from the real situation in the field during this research, persuasive advertisements often occur and are carried out unknowingly by some local tourists who visit the Kulati Tourism Village by uploading both photos and videos to social media networks owned by these local tourists. The following picture shows the Kulati Tourism Village in the local tourist's social media account.

2. Custom Ads

This special ad is an advertisement that is specific to the product, goods or service that will be marketed, in this advertisement contains important components related to the product to be marketed in detail or in full. This advertisement can be in the form of paid advertisements displayed on television media, paid social media accounts, or print media in the form of pamphlets.

In the tourism promotion implemented in the Kulati Tourism Village, the use of this type of advertisement has not been fully implemented because it is considered not in accordance with existing needs. Kulati Tourism Village prefers to use promotions through free social media accounts. The promotion has begun to be developed with the existence of special social media accounts that show tourist attractions in the Kulati Tourism Village.

These social media accounts are managed by CBT Poassa Nuhada, an organization engaged in the development and management of tourism in the Kulati Tourism Village, due to a lack of understanding regarding the use of social media by some of the Kulati Tourism Village office staff, so these accounts are still managed by Poassa Nuhada's CBT until now.

A conversation with one or more potential customers with the aim of creating a sale. Personal selling is the right promotional medium to establish good relationships with consumers. When viewed in tourism promotions in the Kulati Tourism Village, promotional techniques such as this have not been carried out by the tourism manager in the Kulati Tourism Village directly, however, in this individual selling technique, it is usually often carried out by travel agents who provide tourist travel routes to regional areas. Kulati Tourism Village is like an aquatic area which is a diving spot for tourists who love diving tourism where during the trip to the location the tour guide who becomes the instructor will explain briefly about the dive sites where the dive sites are in the Kulati Tourism Village.

Sales promotion is a marketing activity that proposes the added value of a product within a certain period of time in order to encourage consumer interest in the product. In the existing sales promotion carried out by the tourism manager, the Kulati Tourism Village held an exhibition in the form of a special folk party that only existed in the Kulati Tourism Village. In addition, the tourism manager has opened a "Pombero Lodge", where Pombero Lodge is a place in the form of a shop that provides accessories and typical food of the Kulati Tourism Village as well as live music which gives a quite interesting impression so that it can attract tourists to visit the Kulati Tourism Village.

Public relations is one of the mechanisms that can connect producers with consumers or organizations, with their publics effectively and can create dependency between organizations and their publics (Yulianti, 2001:11). The role of public relations in an institution is one of the important keys in achieving the goals of an institution. Which is where public relations itself is placed in a leading position in dealing with consumers, especially in the field of marketing that deals directly or indirectly with consumers. In the world of tourism, public relations is usually recruited by someone who has important authority in managing tourism in a tourist attraction, for example one of them is at the tourism village level.

The tourist village will recruit a public relations officer from the village who will be made a tourism ambassador for the village where that person must also understand many things related to tourism, must also know what tourism potential exists in the village, and will be given related training. how to become a public relations officer by becoming a tourism ambassador for the village. Kulati Tourism Village, in this case related to public relations, so far no one has been made a public relations officer, who was chosen either as a tourism village ambassador or spokesperson to assist in promoting the tourism village either directly or indirectly through a short video which will later will be uploaded via social media owned by the Kulati Tourism Village itself. Seeing the importance of a public relations officer, therefore the tourism manager in the Kulati Tourism Village and village officials need to think about this to help improve the quality of the tourist village.

Direct marketing is a direct relationship with individual consumers aimed at getting an immediate response and growing lasting customer relationships. In direct marketing, the company or seller tends to pick up the ball or come directly to the consumer to offer their product or service. In an in-depth interview conducted by the researcher with

the Head of Kulati Village, related to direct marketing carried out by the Village Government and existing tourism managers, the results of the interview stated that usually the manager and the Village Government carry out direct marketing activities at big events such as festivals. islands on Tomia Island and also a cultural festival held by the Wakatobi Regency Government. The Kulati Tourism Village in this activity participated actively during the series of activities by creating a bazaar stand where the stand contained information related to the Kulati Tourism Village and included an instructor who would explain what is in the Tourism Village.

3.3 SWOT Analysis in a Digital-Based Promotion Strategy for Kulati Tourism Village.

Based on the results of observations that have been made during research in the field, the results obtained are that the promotional activities in the Kulati Tourism Village are currently quite minimal, especially in the digital field, even though the existing tourism managers have created social media accounts that are used to update various tourist attraction in Kulati Tourism Village. So from the observations that were analyzed using the SWOT analysis technique, data was obtained from digital-based promotional strategies in the Kulati Tourism Village.

According to Freddy Rangkuti, 1997, SWOT analysis is the systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The SWOT analysis in the digital-based promotion strategy in the Kulati Tourism Village aims to determine the strengths, opportunities, weaknesses and threats that exist, along with the application of SWOT analysis in the Kulati Tourism Village digital-based promotion strategy as follows.

1. Strengths

Strengths are resources, skills, or other advantages related to the company's competitors and market needs that the company hopes to serve. Strength is competition that gives a company a competitive advantage in the marketplace. If it is associated with tourism, then the strength for a tourist attraction to be used as a tourist destination for tourists.

2. Weaknesses (weaknesses)

Weaknesses are deficiencies or limitations in resources, skills, and capabilities that effectively hinder the company's performance, these limitations can be in the form of facilities, financial resources, management skills, marketing skills can be a source of company weaknesses. In tourism, the lack of tourism facilities in a tourist attraction can affect the quality of the tourist attraction because facilities are a major need for tourists while in a tourist attraction. reduced tourism.

3. Opportunities

Opportunity is an important situation that is profitable in the company's environment. Important trends are one source of opportunity, such as technological changes and increasing relationships between companies and buyers or suppliers are a picture of opportunities for companies. In the tourism sector, the use of any activity that has an impact on a tourist attraction, important situations can be used as a place of promotion, for example festivals or seminars related to tourism can have an impact that makes a tourist attraction visible and attracts tourists to visit a tourism destination. the tourist attraction.

4. Threat (threat)

Threats are important unfavorable situations in the environment. Threats are a major nuisance to the company's current or desired position. The existence of new or revised government regulations can be a threat to the company's success. One of the threats contained in the tourism sector is in the form of environmental conditions, for example if a tourist attraction located in a disaster-prone area can cause its own problems for the tourist attraction which results in a lack of tourist interest in visiting the tourist attraction.

digital-based promotion strategy Kulati Tourism Village, East Tomia District, Wakatobi Regency, can implement several strategies as follows:

1. SO Strategy (Strengths and Opportunities)

S1: Has a special cultural tradition called POTAPAKI

S3: It has interesting tourism potential, one of which is nature tourism.

O1: Utilization of digital-based promotions in marketing tourist attractions through social media.

The POTAPAKI cultural tradition with various natural tourism potentials owned by the Kulati Tourism Village has become superior in the tourism sector so that this village was designated as a Tourism Village in Wakatobi Regency in 2018.

2. WO Strategy (weaknesses and opportunities)

W3: Provide training for the community and village staff and tourism managers regarding the use of digital technology and social media.

O1: Utilization of digital-based promotions in marketing tourist attractions through social media.

W4: Lack of knowledge regarding the use and utilization of social media.

O2: A wider target market related to the field of tourism attraction marketing using digital-based promotion methods.

Provide training related to tourism management as well as the use and utilization of social media in digital shutters as a marketing medium with a broad market reach.

3. ST Strategy (Strengths and threats)

S2: One of the leading villages in East Tomia District

Q2: The lack of tourist visits is due to the lack of tourism promotion activities carried out.

The tourist village which is superior because of its tourism potential, but is still not widely known by tourists outside the tourist village area, as can be seen from the lack of tourist visits.

4. WT Strategy (Weaknesses and threats)

W2: Inadequate accessibility to tourist attractions.

T1: Damage and decline in the quality of tourist attractions due to lack of public knowledge regarding the management of tourist attractions.

Improvements to existing accessibility in supporting existing tourism facilities and infrastructure as well as empowering human resources as an effort to improve the quality of these tourist attractions.

Based on the SWOT analysis above, the digital-based promotion strategy of Kulati Tourism Village needs to pay more attention to digital-based promotional concepts and deepen knowledge related to the use of technology, especially for tourism managers seeing the level of technology use that is quite adequate in the marketing field with a wider reach because Therefore, it is necessary to have a digital-based promotional strategy that needs to be developed to assist existing promotional activities.

4. CONCLUSIONS

From the results of research conducted to determine the Digital-Based Promotion Strategy of Kulati Tourism Village, East Tomia District, Wakatobi Regency. So the conclusion obtained from the information obtained during the research is that the use of social media can be one of the initial alternatives for tourism managers in the Kulati Tourism Village to market and promote tourist attractions in the Kulati Tourism Village, especially the role and influence of social media. in the field of digital-based promotion is quite widespread and has a good impact. Seeing the digital influence today is so profitable not only in the business world but also in the tourism world, seeing its great influence and wide reach.

However, the digital-based promotion strategy in Kulati Tourism Village so far has not gone well, judging from the results of in-depth interviews with the Head of Kulati Tourism Village regarding tips in promoting Kulati Tourism Village tourism, according to him, the lack of knowledge of village staff and management members in using technology and the application of social media accounts for the Kulati Tourism Village in giving an attractive appearance and making more aesthetic posts to make it more attractive so that it can attract tourists to visit the Kulati Tourism Village.

In addition, there is also a lack of knowledge from the tourism management in Kulati Tourism Village regarding digital-based promotions so that tourism promotion in Kulati Tourism Village can be said to be minimal although it can be seen that there are already social media accounts that are owned as a support in existing tourism promotion activities but this has not been running properly due to the lack of awareness of making the promotion strategy yet to be determined, plus the lack of knowledge in the field of computer use and the application of good and directed social media.

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