



Digital Marketing Communication Strategy In Increasing Cultural Tourism Visitors (Case Study In Cireundeu Village Cimahi)

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ABSTRACT

This study examines how marketing communication strategies can influence and increase cultural tourism visitors to Kampung Cireundeu Cimahi. Feedback from the marketing activities carried out, which of these two factors can be done if you can apply the elements in the Digital Marketing Elements such as Product (Product), Price (price), Place (place) Promotion (promotion). This study uses a qualitative method with a descriptive approach. The selection of informants uses purposive sampling, a representative type of data source, namely primary and secondary data. In contrast, data collection techniques are in-depth interviews, observation, and documentation. Data analysis with data reduction, data presentation and conclusion in an integrated manner and significantly, these factors and elements greatly affect the number of tourists visiting Kampung Cireundeu.

INTRODUCTION

Tourism is a travel activity that is carried out temporarily from the original place of residence to the destination area with the reason not to settle down or make a living but only to fulfill curiosity, spend free time or holidays and other purposes (Koen Meyers, 2009).

Cultural tourism is a type of tourism based on a mosaic of places, traditions, artistic ceremonies, as well as various experiences that describe a nation or ethnic group with the community, which displays the diversity and identity (character) of the community or nation concerned (Ismayanti, 2010).

That cultural tourism products have a special market segment, namely "knowledge workers" or in tourism terms called "mature tourists" or experienced tourists where they travel or visit other areas with the aim of not only being "recreational" but also more motivated to gain experience through direct involvement with life activities and local community traditions and culture (James J. Spillane, 1994).

The goal of developing community-based tourism for tourism objects in an area is to maintain a sense of place and authenticity, such as local characteristics which are then adapted to the principles of sustainable development, while also maintaining the unique values of these activities, namely in the form of customs, traditional ceremonies, beliefs, traditional performing arts and typical handicrafts owned by the community (La Ghezza, 2022; Naranjo Lluart, 2022; Sutianto et al., 2023; Umam et al., 2022). Public awareness and participation in seeing their potential is important in the process of developing sustainable tourism. Tourism development can be considered successful if it provides economic, social and cultural benefits to the local community. Local communities can be involved in business activities, such as regional souvenirs, making souvenirs, selling regional specialties and drinks, where these businesses are in accordance with the conditions and characteristics of the local community and the nature of each tourist attraction. That way, culture-based tourism is expected to develop properly through various real applications in various business activities that can be carried out by the local community in the field of cultural tourism (Argyo Demartoto, 2013: 20-24).

This study discusses cultural tourism. According to Pitana and Diarta (2009), cultural tourism is a type of tourism based on a mosaic of places, traditions, arts, ceremonies, and experiences that describe a nation or ethnic

group with a community, which reflects diversity and identity (character). of the community or nation concerned. Which this research discusses the tourism object of Kampung Cireundeu Cimahi.

Kampung Cireundeu is a traditional village located in the valley of Mount Kunci, Mount Cimenteng and Mount Gajahlangu, but administratively it is in the Leuwigajah Village, South Cimahi District, Cimahi City. The special thing about this village is that at the mouth of the Cireundeu Village road there is a Hanacaraka inscription "Wilujeng Sumping in Cireundeu Village" which means welcome to guests in the Cireundeu Village area. Kampung Cireundeu does not position its village as a tourist attraction object (ODTW), but focuses more on villages that still maintain old, rooted traditions passed down by traditional elders. The people of Kampung Cireundeu think that no matter how small, the philosophy of life passed down by their ancestors must be maintained, one of which is staple food. According to Dr. Kusnaka Adimihardja in general, the Sundanese people are engaged in farming in search of a livelihood, initially farming and then paddy fields. The existence of the myth of Nyi Pohaci Sanghyang Sri in rice management habits among farmers, if rice is not treated according to the procedures recommended by the myth, it can have a negative influence on the yield. Apart from farming in the paddy fields, the Sundanese also cultivate various types of crops such as rice, corn, soybeans, tobacco, potatoes, shallots and garlic, which can supplement their basic needs and add to them. (Salura Purnama, 2015, p. 54).



Figure 1. Kampung Cirendeu Cimahi Bandung

In increasing the number of cultural tourism in Cirendeu Village, it is necessary to have an alternative or method that must be developed and improved, one way is to implement and improve digital tourism communication, which is part of the science of communication that has a focus on the deepest individual in a group. as well as the community that deals with issues related to tourism is the notion of tourism communication. A special process for an issue that has a link to tourism and the factors that influence transactions are the focus of communication tourism. Occurs verbally or nonverbally, verbally or in writing, as well as personally and impersonally in the process. The application of the concepts and theories of communication in the processes that occur in individuals and groups can be said to be communication tourism (Paramita 2015: 57).

With the growth of the tourism sector in Indonesia, of course it will affect the growth of other sectors such as the transportation industry, crafts and creative industries because the tourism industry is very closely related to these three industries. Tourism marketing, which previously used only print and electronic media, has not been able to reach the public at large. Internet penetration has changed the pattern of distribution of information and communication between companies and consumers in the tourism sector. The development of information technology in the tourism industry has revolutionized the tourism marketing method known as digitalization-based tourism marketing communication. Information continuously provided to audiences which are the target market is the substance of marketing communications. With the use of the internet, information on the tourism potential of the area digitally non-stop day and night for 24 hours and there is multi-stage communication of interaction between the management and audiences from various target markets. In this modern era of digitalization, it is not a rare thing anymore, many marketing activities are carried out by digitalization because digitalization is felt to be more

effective and efficient. In carrying out marketing communications, digitization can simplify and expand the reach of marketing itself. With the digitalization of mass communication technology is now growing rapidly, this certainly helps meet the needs of communication information by the public.

Digitalization of marketing communications makes it easier to find information related to planning, making tourism decisions, and all the needs of buyers, therefore the author wants to discuss the digitalization of tourism marketing communications in the city of Bandung, especially in Cirendeuh village. The birth of the internet is a further development of digitalization itself, the internet is growing rapidly thanks to its high penetration, so it is in demand for sales and marketing activities. The strength of the internet in disseminating information widely and simultaneously its interactivity facilitates the delivery of information in real time. The massive emergence of the internet has encouraged companies to implement e-business to gain efficiency in business processes and promotions carried out by both the company and the local government. Therefore, at this time, whatever our needs, we always make the internet our main hope. This of course happened because of digitalization which gave birth to the internet to the world, especially the world of tourism (Sulthan, 2010).

LITERATURE REVIEW

Communication

Communication is the process of conveying messages from an individual to another individual through a certain process so that what is intended and desired by both parties is achieved (Edi Harapan, Syarwani Ahmad, 2016: 2). Communication is the process of conveying messages by the communicator to the communicant through the media to create an effect (Al Rafni, 2022; Anu, 2022; Batoebara, 2022). Communication is the process of conveying messages by the communicator to the communicant or it can also be interpreted as the basis of all interactions between humans. Because without communication, interaction between humans, both individually, in groups, and in organizations is not possible (Effendi, 2003:47). There are Communication Elements According to Zikri Fachrul Nurhadi (2017:91) in his book contemporary communication theory, the elements of communication are as follows: 1) Source, 2) Communicator (communicator), 3) Message (message)) what is conveyed by the communicator, 4) Channel (channel) Communication channel always conveys messages that can be received through the senses or using media, 5) Communicant (communicant/message recipient), 6) Result (effect) The result is the end result of the communication, 7) Feedback A communicator who has conveyed a message to his communicant.

Communication Strategy

Communication strategy is a communication strategy that is a guide for communication planning (Onong Uchjana Effendi, 2013). Meanwhile, according to (Suryadi, 2018) in his book Communication Strategy states that "actually a strategy is a whole conditional decision about what will be executed to achieve goals". So formulating a communication strategy means taking into account the conditions and situations (space and time) that are encountered and which may be faced in the future to achieve effectiveness (Mulyana et al., 2022; Wang et al., 2023).

(Lestari, 2016: 43) explains that to make it easier to understand the process of communication strategy, there are two concepts of communication strategy, namely: Media Communication Media communication is a communication process that is carried out by using the media as a channel in its delivery Communication Strategy Objectives Wayne Pace, Brant D Peterson, M Dallas, suggests that there are 3 main objectives in implementing a communication strategy, namely as follows: a. To Secure Understanding b. To Establish Acceptance c. To Motive Action

Marketing Communications

Marketing communication helps business people to provide knowledge to potential consumers what kind of product to choose, how to get it, what benefits will be obtained, and all information related to the products or services offered or it can also be interpreted that marketing communication is a means by which actors businesses try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold (GEORGE & George, 2022; Infante & Mardikaningsih, 2022; Qader et al., 2022). Thus, marketing communications have a very important role in communicating everything about the product (Kotler and Keller, 2008:172).

Marketing communication is at the core of how companies utilize a strategy, planning, implementation and evaluation in maintaining or developing companies in the business world (Reza, 2016: 66). The use of internet media in tourism marketing or better known as the digitization of marketing communications fulfills the substantive elements of the marketing communications. The substantive element of marketing communications is to inform, introduce, provide understanding, popularize, continuously persuade the target market to be interested in the product being offered which will ultimately increase the number of sales. The purpose of marketing communications and marketing itself is conical at one point, namely the number of sales increases. To arrive at these common goals, of course, go through a long process, where marketing and marketing communications carry out their respective job descriptions to achieve common goals. Marketing communication is a combination of the communication mix (4Cs) and the marketing mix (4Ps) as well as the promotion mix. So the promotion mix (advertising, promotion, public

relations and publicity, personal selling, direct marketing) is part of marketing communications, unlike what was suggested by Kotler that the promotion mix is identical to marketing communications, even though marketing communications is much broader than the promotion mix (Sultan: 2010).

Digitalization of Tourism Marketing Communications

Digitalization is a term for the process of transferring media from analog to digital. Digitization is used to make document archives into digital form. With the digitalization of information communication technology, it certainly helps meet the needs of communication information in society. Digital communication technology is reduced to marketing communications to digitalization of tourism marketing communications. Digital Marketing is a situation where marketers must master three things from consumers, namely the heart, mind and spirit referring to internet-based electronic marketing. Stimulating marketers to create products that in addition to providing service and quality also provide a more consumer experience. Digital marketing communication is a combination of definitions between marketing communications and digital marketing, namely a means and process by which business actors inform, persuade and remind consumers about products and services sold through digital media, such as the Internet and social media (Joseph, 2011: 32).

Marketing communications that are carried out by digitizing and through digital media are often known as digital marketing (Sampe et al., 2022; Watini et al., 2022). Currently there are many marketing activities that we often encounter in digital media, this is due to the increasing number of users of digital media themselves. In contrast to digital marketing, traditional marketing is more directed at direct interactions such as door to door marketing activities, marketing using brochures, leaflets and posters, as well as advertisements in print media such as newspapers and magazines. Both digital marketing and traditional marketing both have the same goal, which is to communicate and promote products to consumers. The difference is, digital marketing uses a digital style which is considered more in line with the current era because in this digital era the use of digital media is not something new, even the use of conservative media or traditional media in marketing activities is often called old-fashioned and not in accordance with the current era of digitalization. Digital marketing is considered more appropriate because its reach is very broad, unlimited, and even in terms of budget it can be said that marketing through digital media can minimize the budget needed for the marketing activities themselves. In addition, digital marketing can be measured because digital marketing provides traffic and statistics as a benchmark. Digital marketing facilitates many-to-many communications because the level of connectivity is very high and is usually used to promote products and services in a timely, relevant, personal and cost-effective manner. It can be concluded that digital marketing is an essential or actual marketing communication, because it uses communication media in carrying out its marketing activities. And this digital marketing has integrated the marketing mix, promotion mix, communication mix and integrated marketing communication. These digital media are tools that are considered to streamline marketing performance because through these media marketing can be carried out widely without distance and time limitations and at relatively more economical costs (Kotler & Keller, 2009).

Types of digital marketing according to (Algo Sea Biz, 2020), which are divided into 5 types according to the method and platform used. Are as follows: Search Engine Optimization (SEO), Content marketing, Email Order, Affiliate marketing, Social media marketing. Meanwhile, according to McCarty, the Elements of Digital Marketing in a quote by Geofanni Nerissa Arviana (2021) are as follows: Product (product), Place (place), Price (price), Promotion (promotion).

Culture Tour

Cultural Tourism is a movement or tourism activity that is stimulated by the existence of tourist objects in the form of local cultural arts results, such as customs, ceremonies, religion, local people's way of life, historical relics, artistic results, folk crafts. and so on (Damardjati in Pambudi, 2010: 121). According to Pendit in Sari (2010: 38), cultural tourism is a trip that aims to study objects in the form of people's habits, customs, ways of life, culture and art or activities with historical motives. According to Edward Burnett Tylor, culture is that complex whole which includes knowledge, belief, art, morals, law, customs, and any other capabilities acquired by a person as a member of society.

According to Andreas Eppink, culture contains the whole notion of social values, social norms, knowledge and all social, religious and other structures, in addition to all intellectual and artistic statements that characterize a society. Based on the above understanding, cultural tourism is one type of tourism which is the reason tourists visit one place. In general, cultural tourism is a trip that aims to satisfy curiosity about customs, regional uniqueness, culture and history of a place. Cultural tourism can also be interpreted as a trip that aims to study objects in the form of people's habits, customs, ways of life, culture and art or activities that have historical motives (Pendit in Sari, 2010: 38).

According to Pramana, et al (2017) that the cultural tourism component consists of tourist attractions, activity actors and physical facilities for activities. 1) Tourist attraction refers to the preservation of cultural heritage as an attraction which includes protection of cultural heritage buildings, maintenance of cultural heritage buildings, cultural heritage buildings as attractions, preservation of culture and traditions, and culture and traditions as tourist

attractions. 2) Actors refer to institutions, visitor satisfaction and local economic productivity. Institutions include planners/movers of tourist areas, promotional media, and monitoring of tourist areas. Furthermore, visitor satisfaction assesses the visitor's own satisfaction with the tourism object. The productivity of the local economy is the competitiveness of the workforce in the tourism sector. 3) Physical tourist facilities refer to the availability of physical infrastructure in tourist areas. Physical infrastructure includes, among others, souvenir shops, green open spaces, pedestrian paths, tourist accommodations, directions, and ease of mobility.

RESEARCH METHOD

Analysis Method

The methodology used in this study uses a qualitative method with a descriptive approach. Selection of informants using purposive sampling, which is representative, meaning that researchers choose informants who are considered to know a lot and know a lot and can be trusted as data sources who know the problem being studied in depth. The types of data sources are primary data sources and secondary data. While data collection techniques are in-depth interviews, observation, documentation. Data analysis with data reduction, data presentation and drawing conclusions in an integrated manner or it can be said that this research uses descriptive research which can be interpreted as a problem formulation that guides researchers to find out or reveal the real situation of the event being studied. research is carried out on independent or single variables, without making, connecting or comparing with other variables (Sugiyono, 2012: 11).

The definition of a research subject is a person, place, or object that is used as a source of information in collecting data. The subject in this study is the owner or manager of the Cireundeu Cimahi Traditional Village Instagram account (@visitcireundeu) as a source of researchers in finding information related to the research being carried out. The object The research in question is the focus of the problem to be studied. In this study, the object of research is the strategy of using Instagram as a digital marketing communication medium carried out by the Cireundeu Cimahi Customs. Data collection techniques are the main steps that are important in research. By getting the data, the research can run according to plan and can solve the problem formulation.

In this study, researchers used three data collection techniques, namely in-depth interviews. Maykut (in Rulam, 2014: 119) suggests that in qualitative studies, interviews have a role when someone acts as a participant observer, even though people in the background may be didn't realize that their informal conversation was an interview. Researchers collected data by conducting interviews and observing the object of research through in-depth interviews with informants. Then study the literature. Data collection techniques use this literature study by making books, journals, and theses that are relevant to the cases or problems of the research as references aimed at strengthening and becoming the basis of theory in a study. Next is documentation. Data collection techniques with documentation are information that comes from important records originating from institutions or organizations as well as from individuals (Hamidi, 2004:72). Documentation of this research is information that comes from important records from institutions or organizations or from individuals (Hamidi, 2004:72). Documentation of this research is the act of taking pictures by researchers to strengthen research results. Documentation can be in the form of writing, pictures, or the work of someone (Sugiyono, 2013: 240).

The research location is where the researcher obtained data and information about the research object, namely at Location: Leuwigajah, South Cimahi, Cimahi City, West Java 40532. The time of the research conducted by the researcher was carried out from December 2022 to January 2023.

RESULTS AND DISCUSSION

Planning is the whole process of thinking and careful determination of various things to be done in the future in order to achieve the goals that have been previously determined (Abidin, 2015: 86). In the planning stage, marketers prepare, explain and ensure the goals to be achieved. Based on the results of research conducted by researchers in the previous sub-chapter, it was found that the Cireundeu Cimahi Bandung traditional village carried out several steps in planning marketing communications. The marketing section manager explained the planning steps he made in using Instagram as a digital marketing communication medium. The following are aspects of the results of research activities carried out.

Table 1. Aspects Of Research Results

Aspects	Details
Platform	Instagram
Activities	Maintenance of social media and support from social media
Impact on Cultural Tourism	Increased cultural tourism in Cireundeu traditional village
Long-Term Impact	Cultural awareness and development in the village, recognition at national and international levels

The table above provides a brief overview of how Instagram, through certain activities, influences cultural tourism in the Cireundeu traditional village and its long-term impacts.

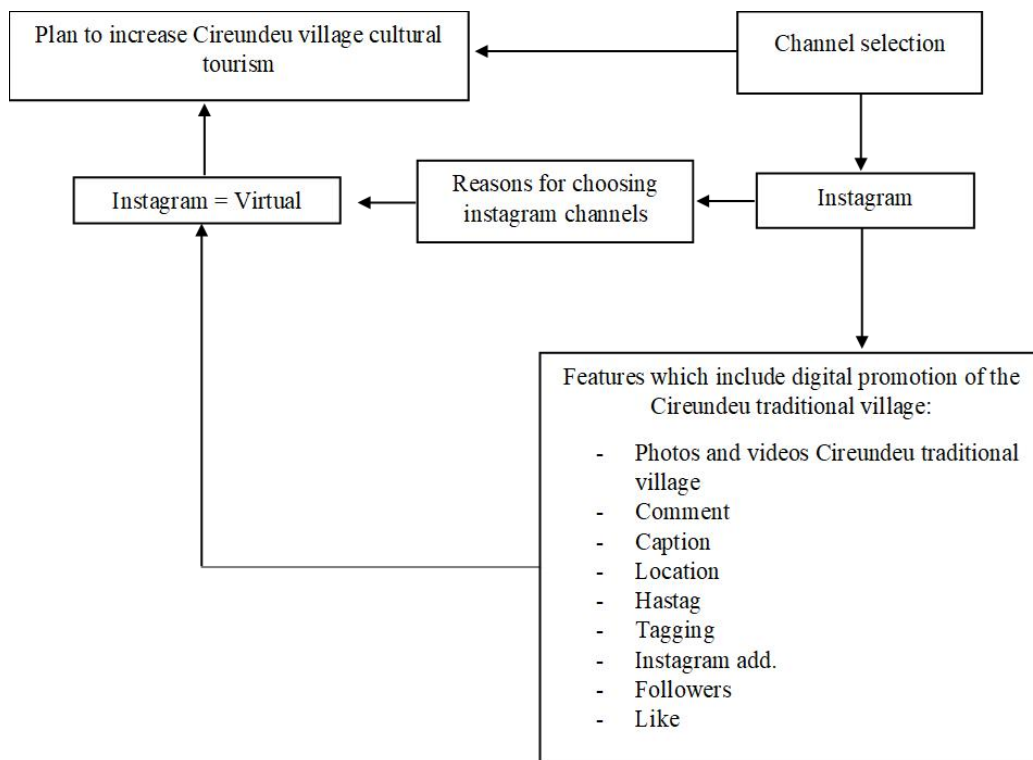


Figure 2. Chart of the planning process for using Instagram by the Cireundeu traditional village

The following are the steps taken by the Cireundeu traditional village in improving its cultural tourism through the use of Instagram flatfoam, namely the first is the selection of media and communication channels. The main basis in the media is the purpose or object of the program, then it is matched with the intended audience (Assifi and French, in Abidin, 2015: 96). In this case, Cireundeu chose Instagram as his village's digital marketing communication channel. Because the product being marketed is cultural tourism, Instagram is the right choice. The reason is because instagram focuses on the visuals. So, presenting unique and creative photos and videos can make tourists interested in this traditional village.

Instagram is a form of social networking media that is widely used by businesses and companies to help promote their products and services. Because Instagram focuses on visuals in its use. The fact is that Instagram users in the world have increased every year. Instagram is a social networking media that is relatively new among other social media, but is able to rank second for social media content that is frequently visited by its users in Indonesia. In the implementation stage, Cireundeu takes advantage of the features available on Instagram to help him carry out marketing communications. Of all the existing features, Cireundeu takes advantage of the photo and video upload features, followers, comments, likes, hashtags, locations, captions, tagging, and Instagram ads. According to him, these features are interconnected and help in the digital marketing process of the Cireundeu traditional village through Instagram social media.



Figure 3. Documentation of interviews with residents of the traditional Cireundeu village 2023



Figure 4. Documentation of interviews with the indigenous people of Cireundeu village

Based on the results of the research, the evaluation carried out by the Cireundeu traditional village was by looking at the response and filtering criticism, input from consumers, and also from the results of this cultural tourism visit, and thinking of ideas for the next post. Every week, the Digital marketing section of the Cireundeu traditional village always holds a quick meeting to discuss what is obtained through Instagram during the week, whether it's criticism or suggestions from tourists about this traditional village to the services provided.

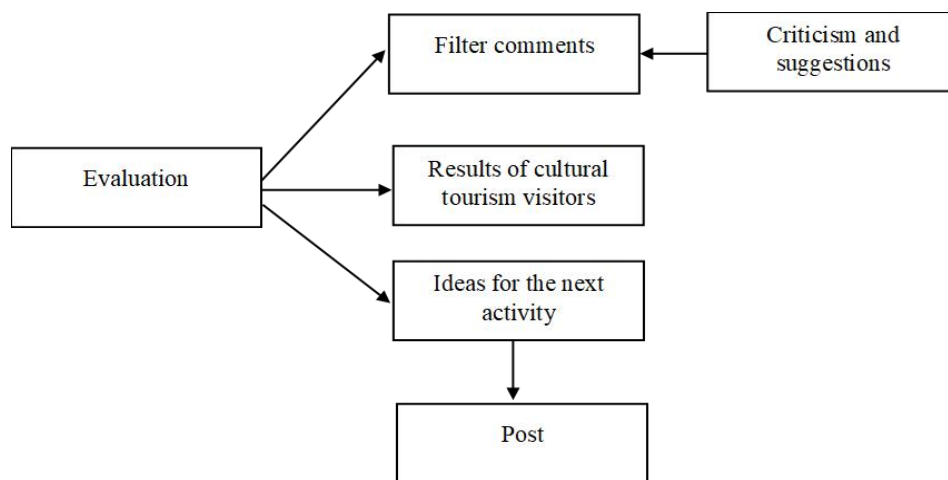


Figure 5. Evaluation of Instagram usage

Marketing Principles Based on Using Instagram to Improve Cultural Tourism:

1. Content Authenticity: Present the culture and uniqueness of the Cireundeu traditional village in an original and authentic way.
2. Audience Engagement: Engage followers in interactive ways, such as question-and-answer sessions, polls, or interactive accessible content.
3. Collaboration with Influencers: Collaboration with influencers or local cultural figures to promote traditional villages and their cultural activities.
4. Eye-catching Visual Content: Use high-quality photos and videos to showcase the beauty and rich culture of the village.
5. Storytelling: Tell interesting stories of the village, its people and the traditions they have.
6. Paid Promotion: Consider using paid advertising on Instagram to reach a wider and more specific audience.
7. Use of Relevant Hashtags: Use hashtags that are relevant to cultural tourism to increase the visibility of content.
8. Feedback and Evaluation: Regularly solicit feedback from visitors and evaluate marketing strategies based on this feedback for continuous improvement.

By applying these principles, you can raise awareness about the Cireundeu traditional village and increase the number of visitors through promotions on Instagram.

In order to evaluate and increase tourist visits to cultural villages, we need to consider several important aspects based on existing results and ideas for activities that might be carried out in the future. Here are some evaluations that can be done:

1. Feedback Analysis: Review feedback from previous visitors to see what they liked and what could be improved.
2. Visit Data Analysis: View visitor traffic trends to understand busy and low times, as well as visitor demographics.
3. Promotional Review on Instagram: Analysis of the effectiveness of promotions carried out on Instagram. What works to attract visitors and what is less effective.

While the recommendations that can be made are:

1. Interactive Cultural Activities: Launch activities that allow tourists to get hands-on, such as traditional craft workshops or local cooking sessions.
2. Collaboration with Third Parties: Collaboration with travel agents or influencers to create special tour packages to villages.
3. Digital Content Optimization: Keep updating and varying content on Instagram by featuring unique stories from villages.
4. Special Events: Organize special events or festivals featuring village culture to attract large numbers of visitors.
5. Additional Facilities: Add facilities such as traditional inns, cafes, or souvenir shops to increase the duration of tourist visits.

Increasing the number of tourist visits to the Cireundeu traditional village has a direct correlation with improving the tourist experience. By offering interactive activities and adding extra facilities, the village can attract more tourists to come and enjoy their time there. In addition, optimizing promotions through platforms such as Instagram, as well as collaboration with third parties, play an important role in raising awareness about the uniqueness and richness of village culture. Another important factor is word of mouth recommendations. When visitors have a positive experience, they are more likely to recommend the village to their friends and family, which will naturally increase the number of visits. By implementing these strategies, Cireundeu traditional villages will not only increase visits, but also effectively promote and preserve their local culture.

As long as using Instagram by carrying out social media maintenance and also social media endorsements, it is proven that cultural tourism in the Cireundeu traditional village has increased. The more culturally aware tours that exist in this traditional Cireundeu village, the more visitors will come to this Cireundeu so that automatically the culture in this traditional village will always develop and not be forgotten from time to time and more importantly so that this traditional village can be familiar in national and international countries.

CONCLUSION

Planning to use Instagram as a digital marketing communication medium carried out by this traditional village is by first analyzing the problem, by finding the problem being faced and also analyzing tourists in order to increase the number of tourists coming. Then formulate or determine goals, namely in the form of increasing tourist awareness of the customs and culture that exist in this Cireundeu traditional village. And then the selection of Instagram as the right media and communication channel to assist in the marketing communication process. As well

as developing plans or activities to achieve goals, the implementation of using Instagram as a digital marketing communication medium carried out by this traditional village is by carrying out social media maintenance activities that utilize photo and video features, comments for interaction, captions for messages, and location, hashtag, tagging and Instagram ads to help spread information.

Evaluation of the use of Instagram as a digital marketing communication medium conducted by Cireundeu is the result of cultural tourism visitors who have increased after using Instagram as a digital marketing communication medium. In addition, this traditional village also always considers criticism and suggestions from tourists for the process of making decisions on further plans. And also through its social media activities in maintenance and also endorse artists it is said to be successful as seen from the increase in the number of visiting tourists.

Then suggestions for improving digital marketing in the Cireundeu traditional village, besides using Instagram, you can also take advantage of using other flatfoams such as Facebook, Traveloka, Google, Telegram and many other flatfoams and social media to be used in digital marketing for this Cireudeu traditional village through social media. Because by developing and improving digital marketing, people will indirectly know more about the customs and culture that exist in Cireundeu village so that the culture that has been inherited from generation to generation will not become extinct and it is appropriate for us as the younger generation to be able to develop and uphold culture. in Indonesia, especially in the Cireundeu traditional village.

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