

The Development of Tourism Economic in Banyuwangi Through Digital Marketing Organization

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Abstract. The development of Banyuwangi tourism for five years from 2016-2020 is growing rapidly, which is marked by the number of tourists who spend time visiting tourist destinations in Banyuwangi. The development of Banyuwangi tourism does not only have an impact on the development of the local economy (LED) but also regional economic development and the formation of the GRDP of Banyuwangi Regency. The concept of developing Banyuwangi tourism before the COVID-19 pandemic was based more on the triple helix model. However, since the beginning of 2020, along with the COVID-19 pandemic, the tourism sector has weakened and collapsed, like other economic sectors. The triple helix model is no longer sufficient to restore Banyuwangi tourism. With strict health protocol rules, the recovery of Banyuwangi tourism is based on quality tourism, no longer mass tourism. Tourism recovery policies rely more on digital marketing than through advertisements, brochures, aviation magazines and other traditional marketing. The purpose of this study is to analyze the recovery of Banyuwangi tourism through digital marketing. The research method uses descriptive qualitative analysis. Data collection through interviews was supported by a questionnaire using google form. Data analysis using Spradly and Miles Huberman model. The results of research on the use of digital marketing through Instagram, WA, Facebook, Twitter and the internet are more effective and efficient than conventional marketing. Digital marketing content loaded on Banyuwangitourism.com accounts or community social media is the beginning of the revival of Banyuwangi tourism. Buzzer marketing carried out by Generation Pesona Indonesia and creative tourist attractions by the Tourism Awareness Group (Pokdarwis) are the capital for the rise of quality tourism in Banyuwangi.

Keywords: buzzer marketing; digital marketing; tourism

1 Introduction

The development of Banyuwangi tourism for five years from 2016-2020 is growing rapidly, which is marked by the number of tourists who spend time visiting tourist destinations in Banyuwangi. If in 2013 the number of tourists visiting Banyuwangi tourist destinations was 1,057,952 people, in 2019 the number of domestic tourists visiting Banyuwangi Regency was 5,307,054 people. The development of Banyuwangi tourism not only has an impact on local economic development but also regional economic development and the formation of the GRDP of Banyuwangi Regency.

The concept of developing Banyuwangi tourism before the COVID-19 pandemic was based more on the triple helix model and mass tourism. Namely the concept of tourism development involving local government, private sector and universities. The targeted tourists are tourists, for example, bringing as many tourists as possible to Banyuwangi. However, since the beginning of 2020, along with the COVID-19 pandemic, the tourism sector has weakened and collapsed, like other economic sectors. The triple helix and mass tourism models are no longer adequate to restore Banyuwangi tourism. With strict health protocol rules, the recovery of Banyuwangi tourism must be based on a new paradigm, namely quality tourism and no longer relying on mass tourism.

To develop a new model of tourism, namely quality tourism or special interest, the tourism marketing model also cannot be done with conventional marketing such as through advertisements, brochures, aviation magazines and other traditional marketing. But you have to take advantage of technological advances, namely what is called digital marketing.

2 Theoretical Review

Theoretically, to revive tourism during and after the COVID-19 pandemic and to face the adaptation of new habits, the need for developing healthy tourism (health tourism) is a necessity. During the pandemic covid 19 eras, it may be observed that activities in the scope of tourism policy focus to a significant extent on actions related to health tourism (or sometimes: medical tourism alone). This is the result of the growing role of health tourism on the demand side. At the same time, the globalization of the tourism market exerts a significant impact here (Chandran et al., 2018).

Therefore, Edgell (2017) included health issues into the “top 10 issues in tourism”. The consequence of this is an increased interest on the part of numerous states in the issues of the development of health tourism. An increasing number of countries have been aggressively developing a health tourism sector to meet the needs of patients from targeted countries or regions (Hamlin, 2012; Schiano and Rhodes, 2010).

In order for tourism development to be healthy, safe, and comfortable, the information technology-based DMO approach is a rational choice. There are several underlying reasons. First, the paradigm shift in integrated tourism management is a demand for technological developments with the inclusion of information technology-based management information systems. Tourism has increased the ability of complexity in technological developments. This is indicated by the use of information and communication technology in tourism marketing. Currently the ability of information technology in the world of tourism is known as e-tourism, or electronic tourism. Development in the application of tourism electronics are currently moving to updating the paradigm of integrated tourism information system management, or Destination Marketing Organization (DMO). This paradigm considers the role and function of digital marketing in the governance of tourism destinations.

Second, the information technology-based DMO approach requires intensive coordination and during the COVID-19 pandemic, coordination is mostly done online. The availability of information technology with various supporting devices is very important.

Third, almost all tourism industry players are trying to restore tourism so that there is fierce competition between tourism industry players. To be able to win the competition, the governance of the tourism industry can no longer be done with a conventional approach, but requires a new breakthrough. Information technology-based DMO is a rational choice to implement.

Information technology-based DMO management is carried out in an integrated manner by government agencies, private companies, professional organizations and elements related to tourism activities. These management activities lead to the achievement of economic development and the balance of regional development. Based on the change in the turned out to be a marketing model that really helped the world of trade and industry (Suharso, 2021). Digital marketing is considered to be very effective and efficient in influencing consumer behavior, especially during the COVID-19 pandemic (Presenza, Sheehan, and Ritchie (2015).

The industrial and trade worlds who are unable to utilize digital marketing will certainly experience difficulties in marketing their products. (Pike and Page, 2018). Therefore, it is not only industry and big trade that use digital marketing, MSMEs and even small/retail traders are currently using digital marketing to market their products/merchandise. Along with utilizing digital marketing, the market place is the main choice. to market the product.

Likewise, the development of the tourism sector during and during the new adaptation period. Reviving the tourism sector after it slumped and experienced a weakening can no longer rely on conventional marketing, but must take advantage of digital marketing.

3 Research Methods

This research was carried out using a qualitative approach that revealed the development and development of tourism in Banyuwangi Regency, East Java. Data were collected through in-depth interviews, either through limited face-to-face with health protocols or interviews via telephone connections assisted by questionnaires via google form.

The research team and research assistants totaling 6 people were divided into two groups. The first group consisted of Dr. Pudjo Suharso, M.Si and Lisiana O, S.Pd; M.Pd was assisted by one student as a research assistant. Group 2 led by Dr. Sukidin, M.Pd and Wiwin Hartanto, S.Pd; M.Pd was assisted by one student as a research assistant.

The first research group is assigned to the Banyuwangi Regency Tourism Office and other relevant agencies in charge of tourism, the second research group is assigned to tourism destinations in Banyuwangi Regency.

Each research team with a structured list of questions that has been prepared by the researcher. The first research team conducted interviews with resource persons/informants who really understand tourism in Banyuwangi Regency. The informants interviewed were the Secretary of the Banyuwangi Regency Culture and Tourism Office, Cholid, marketing staff Ainur Rofiq, tourism staff Ismantoro, Head of Culture, Endang, all representing the Banyuwangi Culture and Tourism Office. Representing PHRI, the researchers interviewed Tono (Hotel Kalibaru Cottage Banyuwangi) and Ange (Hotel El Royale Banyuwangi). The tourism industry players involved in marketing the Banyuwangi tourism destination, Generation Pesona Indonesia (GenPi) Banyuwangi and Pokdarwis (Tourism Awareness Group). Data were analyzed using the Mile and Huberman model supported by the Spradly model.

4 Results and Discussion

Online Branding

One of the efforts to market tourism destinations in Banyuwangi through digital marketing is branding Banyuwangi online. This online branding uses a new medium in the form of the internet. In its branding journey, Banyuwangi Regency takes advantage of the growth of internet

users and the need for very rapid information by creating platforms that can be used to support branding and tourism promotion.

With the high number of internet users since the 2016s. The Banyuwangi government is starting to be active in using the internet as a branding medium and promoting its tourism. In its use, the Banyuwangi Regency government is active in providing information to the public if Banyuwangi Regency has good destinations to visit.

The implementation of online branding through new media/internet by Banyuwangi Regency is carried out by (1) Build a website called Banyuwangitourism.com. This website in addition to branding also functions as an information portal that makes it easier for tourists to visit Banyuwangi Regency (2) Through social media and apps. The Banyuwangi government uses the most widely used channel, namely, social media. Banyuwangi Regency has Twitter, Instagram, and Youtube accounts. By posting information on tourism information in Banyuwangi Regency, it is hoped that tourist visits will increase (3) Android-based applications, namely Banyuwangi in Your hand and Banyuwangi Festival which are expected to be able to make it easier for users to find information and order the needs needed while in Banyuwangi Regency.

Content Marketing

To make branding effective, the Banyuwangi Regency Culture and Tourism Office is also actively creating marketing content. The goal is for people to know that Banyuwangi Regency is a Regency that has uniqueness and is an ideal tourist destination that is worthy of a visit. In various social media, internet and others, Banyuwangi tourism marketing content is based on the tourism destination triangle, namely mountain tourism with Mount Ijen as the icon, Sea with Sukamade beach as the icon and Forest (Alas) with Alas Purwo as the icon.

Framed in this tourism destination triangle, the Banyuwangi Culture and Tourism Office packs various tourist attractions in the form of tourism events, starting from international tourism events represented by the de Ijen bicycle tour, to spectacular attractions involving a thousand dancers, namely the Gandrung Seribu Dancers Dance held on the beach. Banyuwangi boom. In 2021 there will be at least one hundred more tourism events consisting of music, dance, religion, sports, and other events, all of which are Banyuwangi tourism marketing content.



Fig.1. Attraction as a content marketing

Buzz Marketing

Meanwhile, to be better known, the Banyuwangi Regency government is assisted by the Ministry of Tourism and Creative Economy through GENPI (Generasi Pesona Indonesia), a tourism community whose main task is to promote tourism promotion. GENPI is a community formed by the Ministry of Tourism, specifically engaged in photography and Instagram.

This community is engaged in tourism development in the form of photography on Instagram. The Banyuwangi Regency Culture and Tourism Office itself cooperates with a

community consisting of people with different backgrounds ranging from students to tourism activists to help promote and brand Banyuwangi Regency and help the Culture and Tourism Office to market Banyuwangi tourism destinations through digital marketing.

As a buzzer or influencer in the digital marketing field for Banyuwangi tourism, GenPi through Instagram, Twitter, Facebook, WA and other social media is actively and continuously promoting tourism and as a result, tourist visits to Banyuwangi have increased significantly. Between 2013 and 2019 it increased by at least 500% more (See data above). Apart from GenPI, Banyuwangi Regency which has the Banyuwangi Festival also regularly brings in public figures who have a large number of followers. Banyuwangi as the event organizer, asked the public figures who were present to post photos in Banyuwangi. To make it easier and improve promotions, the Banyuwangi Regency Government has collaborated with the Traveloka market place platform to make it easier to distribute and promote tourism products.

The concreteness is still the leadership's policy, but if the implementation is tourism, the Banyuwangi Regency Culture and Tourism Office itself has also collaborated with a market place in the field of travel services that is already big in Indonesia, namely traveloka. So that it can make it easier for tourists to plan tourism trips in Banyuwangi. The ease of ordering and paying at Traveloka is expected to be able to attract tourists who have plans for a vacation in Banyuwangi Tourism Office through Banyuwangitourism.com, or by GenPi through buzzer marketing, but is also carried out by hospitality corporations that are members of the Indonesian Hotel and Restaurant Association (PHRI) or by other tourism business players such as travelola and other.

In general, digital marketing carried out by PHRI or other business actors uses their respective accounts/websites, and is not coordinated by the Banyuwangi Culture and Tourism Office. This means that each hotelier or tourism business person uses their website/account to attract tourists to visit Banyuwangi. This is at the same time marketing and promoting tourism destinations in Banyuwangi. There are at least 100 more tourism destinations in Banyuwangi and categorized into beach/sea tourism, mountain tourism, forest tourism, cultural tourism, historical tourism, culinary tourism and other types of tourism.

Meanwhile, for accounts/websites that actively market and promote tourist destinations and their attractions in Banyuwangi, there are at least 40 websites, but those that appear very often on the internet include <https://pariwisatabanyuwangi.com>, <https://tourbanyuwangi.com>, <https://www.tripzilla.id>, <https://jejakpiknik.com>, <https://www.klool.com>, <https://tempatwisataindonesia.com>, <https://indonesia.tripcanvas.com>

There are many more websites that promote tourism, but these 10 websites always appear in the Banyuwangi tourism feature on Google. Through digitalization of marketing carried out by creative and innovative human resources, Banyuwangi tourism has grown to be known abroad.

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