DIGITAL MARKETING TOURISM DESTINIATION PARI CITY VILLAGE PANTAI CERMIN DISTRICT SERDANG BEDAGAI REGENCY

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ARTICLE INFO	ABSTRACT
	Digital marketing in the current era is very important, especially in marketing a product, especially tourism. This study aims to help rural communities to continue to do tourism marketing with a digital concept. The location of the study was Pari City Village, Pantai Cermin District, Serdang Bedagai Regency. This research used a descriptive qualitative research method with a total of 15 informants. The results of the study explained; 1) the need to carry out sustainable tourism development, 2) utilize information technology as a digital marketing effort, 3) evaluate the Village website so that more information is needed by the community, 4) promotion of village tourism with social media, 5) the concept of atention, interest, desire, action (AIDA) and 6) branding village tourism.

INTRODUCTION

Tourism is one of the people's economic potentials that needs to be developed in order to improve the welfare of the community. This is done thoroughly and evenly so that there is a need for directed and coordinated coaching. The concept of tourism includes empowerment efforts, tourism businesses, tourist objects and attractions as well as various activities and types of tourism businesses in improving relations with the community to improve the welfare of the community around the tourist attraction. Tourism is part of the culture of a community related to the use of free time or vacation time that a person has. Tourism has become a necessity of people's lives today by spending vacation time with family. The public does not know much about various tourist attractions if there is no information that reaches the community. For this reason, a marketing strategy is needed to introduce these tours.

In the industrial era 4.0 Information and communication technology is a means that helps in life in various fields including in the world of tourism. The role of information and communication technology in the world of tourism as a means and infrastructure in promoting tourism that we often hear electronically under the name digital marketing. Digital marketing is one of the advertising methods carried out using the internet or information technology. Digital marketing can help tourism managers in promoting or marketing these tourism products and services. This type of digital marketing includes many of the techniques and practices contained in the internet marketing category. Digital marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mail, adwords, and various social media networks. In this case, we apply digital marketing to market village products in the form of tourist village products. According to (Chaffey & Chadwick, 2016) digital marketing is achieving marketing objectives thouung digital technology and media, which means that digital marketing is a way to achieve the goals of marketing through technology and media.

Marketing in the field of tourism is carried out by paying attention to the ability to encourage, improve economic and socio-cultural life as well as the view of life values that exist in society, especially rural areas. In addition, it is also necessary to pay attention to aspects of cultural sustainability and environmental quality as well as the sustainability of the tourism business it self.

Community welfare shows a measure of community development outcomes in achieving a better life. Coastal and marine natural resources can be developed into tourism areas in the form of coastal scenery and environmental authenticity such as underwater life, beach forms, various marine plants, corals and animals in them. The beauty of the beach as a tourist attraction is an environmental service and resource allocation that gives a person inner satisfaction because it contains certain aesthetic values.

A tourism village is the development of a village area that basically does not change what already exists but rather tends to develop the potential of an existing village by utilizing the capabilities of the elements in the village. That element serves as an attribute of tourist products on a small scale into a series of tourism activities or activities and is able to provide and meet a series of tourist travel needs both from the aspect of attraction and as supporting facilities (Muljadi, 2012). Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the village itself ranging from socio-culture, customs, daily life, having a distinctive building architecture and village spatial structure and from socioeconomic life or economic activities that are unique and interesting and have the potential to develop various components of tourism, for example attractions, accommodation, food-drinks, souvenirs, and other tourist needs (Muljadi, 2012). One of the villages that is a tourist village is Pari City Village which is located in Kecamtan Pantai Cermin, Serdang Bedagai Regency. Pari City Village needs to get noticed by developing marketing more broadly. Pari City Village is one of the villages directly adjacent to the strait of Malacca, making Pari City Village one of the marine tourism destinations. In addition to serving a beautiful beach atmosphere, it also serves seafood. Pari City Village has several marine attractions such as pondok permai beach, woong rame beach, pearl beach 88, kuala dewi indah beach, woong pulo beach, struggle beach and dua rasa beach, where each beach offers a different natural atmosphere. In addition to the beach attractions, pari city village also presents ecotourism in the form of honey guava plantations and pandan coconut nurseries which have a distinctive taste and distinctive pandan fragrance. The products produced from the people of Pari City Village are; 1) Brown sugar made from coconut tree deresan water, 2) Shrimp paste made from kecepai shrimp which has a distinctive aroma. Where these products are still managed traditionally which has been passed down for generations.

LITERATURE REVIEW

Marketing

Marketing is defined by (Kotler & Keller, 2016) stating that Marketing is about identifying and meeting human and social needs. Then (Kotler & Keller, 2016) also added that marketing is a meeting needs profitabilty, the meaning of the expression is that marketing is something that is done to meet every need of customers in ways that benefit all parties and not only for one party but from all parties involved in the company's own activities. Meanwhile, according to the American Marketing Association (AMA), which is cited by (Kotler & Keller, 2016) defining marketing, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing also has closely related activities and aims to satisfy the needs and desires of each individual through the exchange process. Marketing activities must also be able to provide satisfaction to consumers if they want their business to run continuously or consumers have a good view of the business. Meanwhile, according to (Tjahjaningsih & Soliha, 2015) stated that marketing is a societal process in which individuals and groups obtain what is needed and desired through the creation, offering and exchange of products and services with other parties. While the activities carried out, namely; purchasing, selling, transportation, storage, financing, risk handling, market information acquisition and standardization.

Digital Marketing

Businesses that offer a product or service will require direct or indirect interaction with their customers higher when delivering products or services to customers. So that in the delivery of these services will have several processes ranging from the products and services prepared until the products and services can be felt by customers who use these products and services. According to (Muljono, 2018) Digital marketing, it uses the internet and information technology as marketing media. The need to use internet media as a marketing mediia to expand and improve traditional marketing functions. The definition of digital marketing according to Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015) is as follows: Digital marketing is a type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing goes beyond internet marketing including channels that do not require the use of the Internet. According to (Yasmin et al., 2015) the most important types of digital marketing are, as follows:

a) Online advertising. Online advertising is a very important part of digital marketing. It is also called internet advertising through which companies can convey messages about products or services.
b) Email Marketing. When a message about a product or service is emailed to an existing consumer, then that activity can be defined as email marketing.
c) Social Media. Marketing through social media is one of the most important channels of digital marketing. This marketing uses computer-based tools that allow people to create, exchange ideas, information, and images about a company's products or services.
d) Text Messages. Text messaging is a way to send information about products and services from a mobile phone device or called a smartphone.
e) Affiliate Marketing. Affiliate marketing is a type of performance-based marketing. In this type of marketing, companies provide affiliate rewards for each visitor or customer they bring, with the efforts they create on behalf of the marketing company.
f) Search Engine Optimization (SEO). Search engine optimization (SEO) is the process of influencing the visibility of a website or web page in the "natural" or un-paid ("organic") search engine results.
g) Pay Per Click (PPC). Pay Per Clik marketing is a way of using advertising with search engines to generate clicks to your website rather than "productive" those clicks organically.

Digital marketing media (digital marketing) is able to reach people indefinitely in any way. Digital marketing media is claimed to be able to reach all circles, anytime, anywhere, and in any way. Of course, it is far superior to conventional marketing which is only limited in time, location, and user reach.

Tour

Tourism is any form of travel related to recreational activities aimed at filling free time by traveling to one or more places (Utomo et al., 2017). Based on (Law No. 10 of 2009, n.d.) tourism is a variety of tourist activities and is supported by various facilities and services provided by visitors, entrepreneurs, governments, and local governments. Tourism is considered as a strategic asset to encourage development in certain areas that have potential tourist attractions (Aryunda, 2011). Tourism is a travel activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of the tourist attraction visited in a period of time while the tourist attraction is a place that becomes the center of attraction and can provide satisfaction, especially visitors (Harahap, 2018). A tourist attraction is a place that visitors visit because it has resources, both natural and man-made, such as natural or mountainous beauty, flora and fauna beaches, zoos, historical ancient buildings, monuments, temples, dances, attractions and other distinctive cultures (Ananto, n.d.). According to (Siregar, 2017) tourist attractions are everything that is targeted for tourism, attractions are very closely related to tourist attractions. Areas that are tourist attractions must have a uniqueness that is the main target when visiting the tourist area. The uniqueness of a tourist area can be seen from the local culture, nature and flora and fauna, technological advances and spiritual elements.

Pari City Village

Pari City Village from its natural condition is still natural topographically is a hot area because it is close to the beach, especially towards the afternoon, the atmosphere is very much felt. With natural conditions like this, it brings benefits for residents to be fishermen, which is one of the dominant types of work in this village that these residents are engaged in. There is something interesting to see from the natural condition of the village where the village is near the river It is along the village is fed by a river called the 2 km long snake river which is widely used by residents for daily needs such as fishing, washing, and bathing.

Pari city village is one of the villages directly adjacent to the Strait of Malacca, making pari city village one of the marine tourism destinations. In addition to serving a beautiful beach atmosphere, it also serves seafood. In addition to beach attractions, pari city village also presents ecotourism in the form of honey guava plantations and pandan coconut nurseries which have a distinctive taste and fragrance typical of pandanus and mangrove forests. Pari city village has several marine attractions such as pondok permai beach, woong rame beach, pearl beach 88, kuala dewi indah beach, woong pulo beach, struggle beach and dua rasa beach, where each beach offers a different natural atmosphere.

METHOD

This research uses descriptive qualitative research methods. According to (Sugiyono, 2018), qualitative research is research carried out by analyzing the interpretation of texts and interview results with the intention of looking for the meaning of a phenomenon. Qualitative research is used in research that aims to search for rich data as well as in-depth information regarding the issue or problem to be solved (Sugiyono, 2018). The data or information in question is data that cannot be explained in numbers and the way in which the data is collected or analyzed is narrative (Sugiyono, 2018). In this study, the authors collected data through observation, interviews, and documentation. In collecting qualitative data, the author conducted in-depth interviews with 15 informants consisting of 4 (four) village officials and 11 (eleven) hamlet heads. Data analysis is carried out interactively and takes place during the data tracing and collection process. All obtained data are analyzed through a process of condensation, data presentation, and conclusion drawing (Miles et al., 2014).

RESULTS AND DISCUSSION

Pari City Village Can Become a Tourism Village as a Sustainable Tourism Development

One of the efforts to optimize the area to have a positive impact, both on economic and socio-cultural aspects, is through the formation of a Tourism Village, which does not reduce the essence of human values, traditions, and the characteristics of the community. A tourist village is a form of a combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with applicable procedures and traditions so as to make the village a tourist destination (Nuryanti, 1993) in (Yuliati & Suwandono, 2016).

Tourism is an integral part of national development which is carried out systematically, planned, integrated, sustainable, and responsible while still providing protection for religious values, culture that lives in society, sustainability and quality of the environment, as well as national interests. This is the basis of (Law No. 10 of 2009, n.d.) its establishment of Tourism. Sustainability, especially sustainability towards sustainability and environmental quality, is one of the important things in the development of tourism. Sustainable Tourism is a tourism that is growing very rapidly, including the increase in the flow of accommodation capacity, local population and the environment, where the development of tourism and investment in the tourism sector should not have a bad impact and can be integrated with the environment, if we maximize the positive impact and minimize the negative impact (Arida & Pujani, 2017). The development of Tourism Villages will later group several things such as community business, the potential for the development of arts and culture elements, to become tourism. The development of Tourism Villages does not necessarily stand alone, but goes through a number of stages ranging from development to sustainable promotion efforts. The involvement of stakeholders in the development of Tourism Villages is also an opportunity in improving Local Economic Development (PEL).

Utilization of Information Technology as a Digital Marketing Effort

Technology and information are increasingly developing, making it easier for each object to be accepted through various marketing strategies, both offline and online. But the power of technology, making the marketing process easier is fast, accessible, easy to control, and even affordable. Various efforts that will be made in the development of Deswa Wisata are to make the location point of the Tourism Village located, so that everyone who has a plan to go to the Tourism Village can estimate the distance traveled on the way, estimated costs, to the choice of road access.

Website as a Source of Tourism Village Information

Informationrelated to Tourism Villages must also be facilitated through the Website as an "official house" which will later make it easier for people to get the various information needed about the Pari City Tourism Village. A website is a collection of pages used to display text information, still or motion images, animations, sounds, and or a combination of all of them, both static and dynamic, which form a series of interrelated buildings, each of which is connected to a network of pages (Bekti, 2015).

Figure 1. Website and Facebook of Pari City Village

Promotion of Tourism Villages on Social Media

Introducing Tourism Village through Social Media with various digital marketing and branding strategies. The various content that will be shared through Social Media is not only interesting content, but also informative and educational content, which is also two-way in the form of impressions and *feedback* from Social Media managers who respond to comments or questions from visitors to Tourism Villages in various needs such as research, comparative studies, tourism, business opportunities, to the possibility of cooperation. The plan is that the Social Media used include Facebook, Tiktok, Youtube, Twitter and Instagram, which later various types of features on each Social Media will be used for branding and promotion.
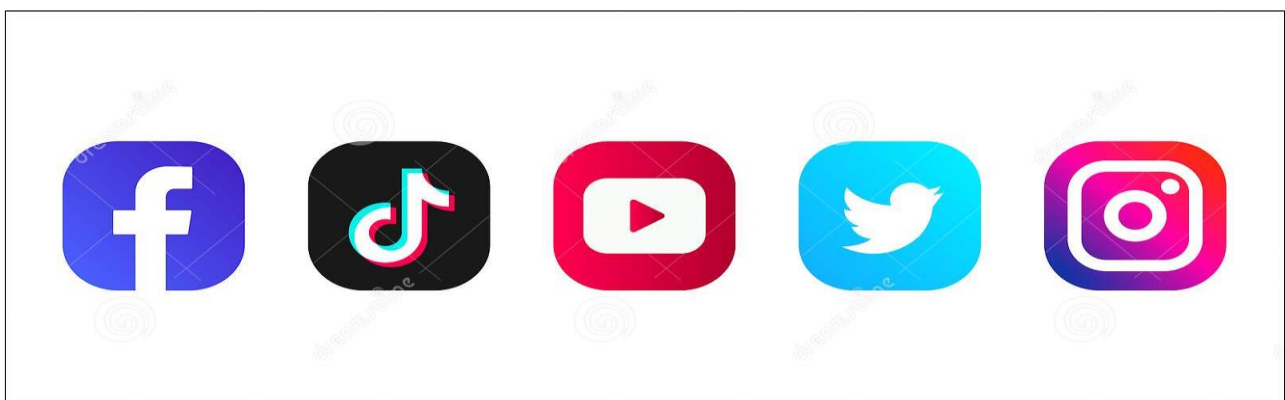

Figure 2. Social Media Tourism Village Promotion
Source: Dreamstime.com

The reason why these four Social Media were chosen was because of considerations according to the data of Social Media users actively in the category of people who have interests with Tourism Villages. Based on We are Social data in January 2021, out of Indonesia's total population of 274.9 million people, active social media users reached 170 million. This means that the number of social media users in Indonesia is equivalent to 61.8 percent of the total population in January 2021.

Application of Digital Marketing Concept of Atention, Interest, Desire, Action (AIDA)
According to (Musyadat Cholil, 2020) AIDA is a simple abbreviation that has been created for a long time as a reminder of the four stages of the sales process, AIDA stands for *Attention*, *Interest*, *Desire* and *Action*. This is a fairly simple model and can be used as a guideline. The AIDA (*Attention, Interest, Desire, Action*) model is one of the hierarchical response models that is quite popular for marketing as a guide in carrying out marketing activities. According to this model, promotional tools should attract attention, gain and encourage interest, arouse desire, and generate action. In building an effective communication program, the most important aspect is to understand the process of response from consumers, for example in the event that consumers make promotional efforts that can influence the consumer's response.
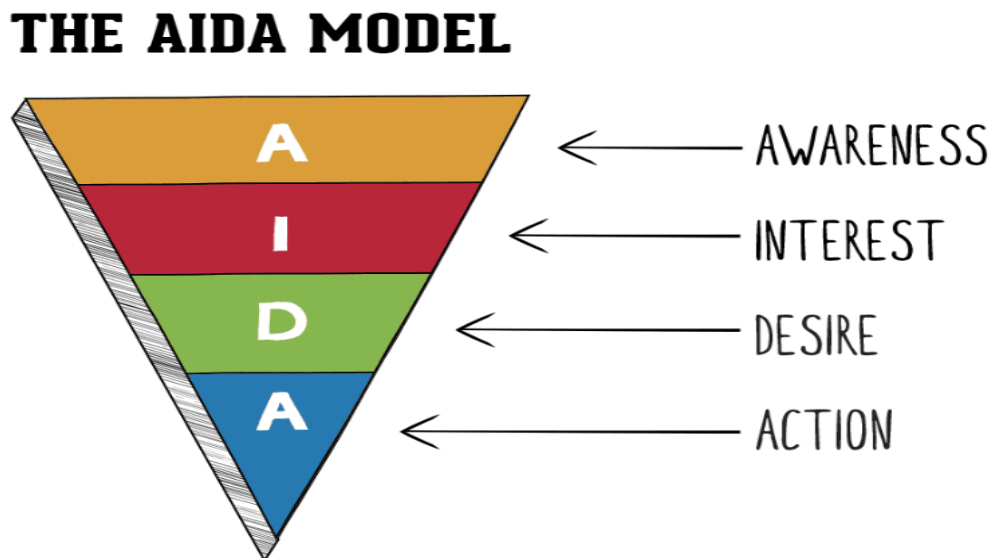
Figure 3. AIDA Concept
Source: Smartinsights.com

According to (Setyaningrum, 2015) the concept of AIDA consumes that the promotion will attract consumers based on the decision-making process, as follows:

1. *Attention*
   Advertising must first of all gain the attention of the target market. A company cannot sell something if the market does not know the product or service exists. When 3M first sold a Post-it product, a new product, the company created public awareness of the product and grabbed attention. Therefore, the company needs to conduct a large promotional campaign, mainly through its publicity.
2. *Interest*
   The simplicity of a brand rarely results in sales. The next stage is to create attention to the product. A print advertisement cannot tell potential buyers all the privileges and advantages of a product. Therefore, companies should create demonstrations and news targeted at innovators (people who like to look for new products) and early adoptors (people who first try to use the products offered) to create interest in the new products.

3. Desire (*Desire*)
   Potential customers have an interest in the concept of a new product, but do not feel that the product is better than similar products that have been on the market first. Therefore, companies must create a preference for the brand of their products by making changes and improvements, as well as introducing other characteristics to the products they want to market.
4. *Action*
   Some customers from the targeted market may have been convinced to purchase the product. In order to motivate them to take action, companies should continue advertising more effectively by communicating the characteristics and advantages of the product, in addition to using promotions and price discounts.

Branding Tourism Villages

Since (Law Number 6 of 2014, n.d.) about the Village, the villages are vying to build their villages. The goal is none other than to prosper the villagers themselves. They explored all the potential that existed in their village. Those potentials are developed and managed. Since the birth of the Village Law, the government has poured village funds. The funds can be used by the village to build anything for the welfare of its citizens. Many villages actually use the funds to build and develop the potential that exists in their villages. A village that used to be poor, then rose to prosper.

Building a Brand can't happen in one night. Brand Building is a long process to do to produce long-term relationships. Building a Tourism Village Brand is very necessary to face competition and introduce it to the public or tourists.

Figure 4. AIDA Concept
Source: Eannovate Creative Technology

CONCLUSION

The use of digital marketing in the Pari City Tourism Village plays a very important role in increasing tourism promotion in this digital age generation. Digital marketing is a must because this generation is often used whether realized or not. Digital marketing applications that will be used include websites, social media, mobile applications and others. In the future, it is hoped that there will be an application that makes it easier for tourists to travel with an automated system and the existence of multilingual. The use of digital marketing in the world of tourism will change the paradigm of the industry, but also work, how to communicate, shop, transact, to the lifestyle of the community.

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