# Implementation Digital Marketing Pesona 88 Curup in to Build Image for the Decision of Visit Tourist Attraction

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*Abstract*—The tourism in Rejang Lebong Regency provides opportunities for tourist attractions to increase tourist visits, the high number of tourist visits to tourist attractions in Rejang Lebong can increase regional income, so to maintain tourist visits, every tourist attraction uses marketing channels such as social media to promote so that tourists can find out many tourist attractions in Rejang Lebong Regency. This study aims to find out how to implement digital marketing for Pesona Curup tourism to build an image for the decision to visit tourist attractions. The method used is descriptive qualitative. The results of the field study showed that the digital implementation carried out by the Pesona Curup media manager was quite good but not optimal. The digital campaign planning phase is carried out by setting up the marketing goals, determining segmentation, preparing equipment, and managing the media, and adapting. The media channels that are used are social media. The evaluation phase is carried out by looking at the number of visits from the number of entrance tickets sold once a week, the image of Pesona Curup destinations is built from testimonials or visitors who provide recommendations to other potential visitors through social media or electronic word of mouth.

*Keywords—implementation, digital marketing, tourism, Pesona Curup, social media marketing*

## I. INTRODUCTION

The tourism sector can contribute to national and regional economic income, with a high number of visits to a tourism destination that will help the economy in the area. Tourism potential in Bengkulu Province can be used as a tourism destination for tourists, Bengkulu Province has many tourist attractions with good natural beauty. The tourist destinations developed by the Bengkulu Province registered in 2019 have 8 cultural tours, 19 historical tours, 21 artificial tours, and 182 natural attractions, tourist destinations developed by the local government in Bengkulu Province were dominated by natural tourism [1].

The development of tourist destinations has been carried out with various marketing strategies, the Bengkulu Province of Tourism Office continues to make efforts to develop the tourism sector in Bengkulu Province so it is crucially needed a targeted and appropriate program to increase the number of local, domestic and foreign tourist arrivals. The number of tourist arrivals to Bengkulu Province is dominated by domestic tourists with the average number of visits each year only amounting to 2 million visitors, in 2016 it was 2.02 million, in 2017 it increased to 2.27 million and in 2018 it decreased to 2.15 million [1].

Regional tourism in Rejang Lebong Regency which is one of the regions in Bengkulu Province has a very promising tourism potential and has superiority over other regions. Rejang Lebong Regency is geographically located in a mountainous area with cool environmental conditions, and also various natural and artificial tourist destinations, which are very suitable as a tourism destination with family. Tourism destinations available in Rejang Lebong Regency are Taman Wisata Alam Bukit Kaba, Wisata Alam Pemandian Air Panas Suban, Danau Mas Harun Bastari Tourist, Desa Belitar Seberang tourist, Flowers garden Tourist, and Wisata Buatan seperti Bukit Bintang Jipang, Tebing Suban, Pesona 88 Curup, D'Syandana 88.

Pesona Curup is one of the artificial tourism destinations managed by a private person located in Rejang Lebong Regency, researcher chose the study location in Pesona Curup because of several considerations such as very strategic tourism locations, then the tourism visits destinations at Pesona Curup are always crowded, Pesona Curup continues to do development of tourism destinations so that tourists continue to make tourist visits based on the results of observations with the managers of Pesona Curup in a month show that the tourist visits reaching around 4000 visitors. The results of initial observations show that Pesona Curup is very active in carrying out digital marketing activities by utilizing social media

Digital marketing is very helpful in promoting tourism destinations, for example, digital marketing using social media. the use of social media is very effective towards digital marketing, such as the results of the study from Tarazona and

Montoya which shown that the most effective digital marketing tools used by the tourism cluster of the La Guajira Department of Colombia are: Facebook, Instagram [2].

Based on the background described, the formulation of the problem in this study is How the implementation Digital Marketing 'Pesona 88 Curup' to Build Image for Tourist Visits Decisions.

## II. METHODS

This study uses a descriptive research method with a qualitative approach. The determination of informant is using the purposive sampling technique which is a sampling technique of data sources with certain considerations and criteria. Researchers are looking for informants who fit the criteria to be used as informants, while the characteristics of the informants that will be used in this study are:1)Tourism Office of Rejang Lebong Regency, 2) Pesona Curup tourism owner, 3) Media manager, 4) Tourist visitors who use digital-based media.

## III. LITERATURE REVIEW

This study was carried out at the Pesona 88 Curup tourism location, Rejang Lebong Regency. The consideration for choosing this location is because of all tourism destinations in Rejang Lebong Regency, Pesona Curup is more active in using digital marketing to promote its tourism destinations. Data collection techniques used in this study are in-depth interviews with informants, participant observation, and documentation to obtain complete information according to the research focus. The data analysis technique used in this study is a qualitative analysis used by the researcher as stated by Miles and Huberman [3] activities in data analysis, namely data reduction, data presentation, and the last step is concluding. The researcher tested the data that had been collected, using triangulation techniques by checking data to the same source with different techniques, for example, data obtained by interview, then checked by observation, documentation, or questionnaires [3].

Implementation is an action or implementation of a plan that has been prepared carefully and in detail. Implementation boils down to activity, action, action, or the existence of a system mechanism. Thus, implementation is not just an activity but an activity that is planned and to achieve the objectives of the activity [4]. The implementation of digital marketing according to Chaffey [5] has several components such as campaign planning for digital media, marketing communications using digital media channels, evaluation and improvement of digital channel performance.

The planning stage according to Chaffey has several elements in a digital marketing communication plan: Step 1. Goal setting and tracking, Step 2. Campaign insights, Step 3. Segmentation and targeting, Step 4. Bidding and message development, Step 5. Budget and select a digital media mix, 6. Integration into the overall media schedule or plan [5].

Communication Stage that uses Digital media channels are online communication techniques such as search engine marketing, affiliate marketing, and display advertising that are used to engage web users on third-party sites; aims to encourage consumers to visit an organization's website or purchase through traditional channels such as over the phone or in-store. Chaffey [5] explains that there are several marketing channels which explain that there are several marketing channels such as Search Engine Marketing (SEM), Online Public Relations, Affiliate Marketing, Email Marketing, Display Advertising, Social Media Marketing, and Viral Marketing. Social media is an online media that supports social interaction and uses web-based technology that converts communication into interactive dialogue through responses and comments that can be immediately known by the owner of the social media account who writes/disseminates information [6].

Evaluation and improvement of digital channel performance, Worthen and Sanders [7] define Evaluation as determining the value (worth) of something, which includes information gathering activities used to determine the success value of a program, product, procedure, goal, or potential benefits of the alternative design approach, to maintain a particular approach. This opinion implies the existence of certain criteria used to determine the value or price of something. Evaluation in digital marketing can be seen from several measures of effectiveness such as business effectiveness, marketing effectiveness, and digital marketing effectiveness, the success of digital marketing can also be seen through the evaluation stage.

Digital marketing is a global phenomenon which is currently one of the activities that can simplify the process of marketing products. Dave Chaffey, defines digital marketing as 'achieving marketing targets by introducing new technology'. It is this new technology that makes marketing activities easier. This concept makes it clear that digital marketing does not mean new acceptance; it also reminds people that it is the result of using marketing technology [8]. Digital marketing, also known as online marketing or internet marketing, provides an interactive experience between sellers and buyers virtually. Everything happens physically in the real world and technology is at the forefront [9,10]. Consumer behavior in the tourism sector has changed dramatically as Internet technology and online marketing advances. Digital marketing is the latest trend and future for every sector be it industry or tourism, the industry has considered the results and implemented digital marketing with offline marketing still being used [11].

The use of digital marketing has various key benefits such as being easy to connect with consumers and providing product information to consumers is very easy, because these features cannot be seen in traditional marketing, which is more multinational but at the same time more intimate. Avinash et al., suggest that customers are equipped with a large amount of knowledge in the virtual space with the growth of the Web and the increasing number of Internet users [12]. in the tourism sector Travelers are always on the lookout for information and alerts on new travel deals, and digital media have made the

material available and searchable. Digital Marketing is a general term for targeted, measurable, interactive product or service marketing activities that are supported by digital technology to achieve and provide direction for change for customers and maintain them [13]. The main objective of this activity is to promote a brand, build preference, and increase sales through various digital marketing techniques [14]. Digital marketing has a division of marketing activities such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, marketing campaigns, e-commerce marketing, social media marketing, social media optimization, direct e-mail. marketing, display advertising, e-books, optical disks, games, and various other forms of digital media.

Image Tourism destination is an important part to sell for tourists or stakeholders. Destination image is defined as a set of knowledge and descriptions of a tourist destination by visitors to that destination, including information on geography, population, infrastructure, climate, history, and culture, as well as an assessment of attractiveness, safety, etc. [15]. A destination image is a picture of thoughts, beliefs, feelings, and perceptions of a destination [16]. Based on these definitions it can be concluded that the definition of the destination image is several images, beliefs, perceptions, and thoughts of tourists towards a destination. the destination that involves various products and related destination tourism attributes.

Destination Image can be defined as a collection of beliefs and impressions of a destination based on information processed from various sources. The image of tourism is the belief that tourists have about the products or services that tourists buy or will [17]. The instrument used to measure the destination image variable has nine indicators, namely environment, nature tourism, events and entertainment, historical/cultural attractions, infrastructure, accessibility, relaxation, outdoor activities, as well as price and value derived from [18].

Some research related to digital marketing in the tourism sector, Gurneet Kaur in the research about The Importance Of Digital Marketing In The Tourism Industry which gets the result that Digital marketing today has become an indispensable part of every business irrespective of its size and type. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry. In the tourism industry, the disruption was felt few years ago and has transformed the way businesses reach out to users. For any business to be successful digitally in the tourism industry, the above mentioned six points- quality website, SEO, Email marketing, Presence on social media, content, mobile-friendly play a very crucial role [19]. Mark Anthony Camilleri in the research about The Promotion of Responsible Tourism Management Through Digital Media which gets The results have indicated that there is a positive and significant relationship between the perceived ease of use and perceived usefulness of digital media (for the promotion of sustainable behaviours and stakeholder engagement) [20].

## IV. RESULTS AND DISCUSSION

### A. Digital Marketing Campaign Planning Pesona Curup

The target of digital marketing is actually all ages, but usually, from various social media, Instagram is widely used by young people, if Facebook is usually used by older people ranging from 40 years of age, it is possible that young people also still use Facebook. Pesona Curup has carried out the stages of setting marketing goals as stated by Chaffey [5] that in planning a media campaign, the first step is goal setting and tracking, this step can include goals for digital media campaigns (unique visitors and visits), quality (conversions to events). value), cost (including cost per acquisition), and profitability.

The next planning stage carried out by Pesona Curup is by determining digital marketing segmentation or targeting, the target of digital marketing is of course all ages but distinguished from the type of social media used for marketing so that Pesona Curup media managers distinguish social media, Instagram to promote it For young people/millennials, while Facebook is for the elderly, segmentation is the division of marketing targets, segmentation in marketing is an important stage for grouping marketing targets so that marketing implementation is getting better. After knowing the segmentation, then determining the ways to do marketing, but for marketing techniques on both social media, it is done with the same technique, which is still using photos and videos from visitors. According to Chaffey in the third stage of planning, namely the determination of segmentation/targets in the form of a key segmentation approach, namely the relationship with the company, demographic segmentation, psychographic segmentation or attitudes, values, life cycle stages, and behavior [5].

The next stage is managing the media. The digital marketing process is carried out by using social media channels such as Facebook and Instagram, at the stage-managing the media is carried out by regularly posting content in the form of photos and videos of visitor activities, rides, and conditions for Pesona Curup. Activities of media management conducted by the Pesona Curup accordingly as described by Dodson [21] that in the stage of content marketing are stage-managed, which means managing social media accounts are used, ranging from the routine stuff and make content marketing activities.

Media managers have also been able to adapt doing digital marketing, for example being in a condition when media managers not doing digital marketing, thus missing the opportunity to attract visitors to visit Pesona Curup, the steps taken are to upload photos of visitors who tag Pesona Curup social media accounts so that they are still in the category of doing digital marketing even though the time is right not by what is usually done, such as the opinion of Dodson [21] in content planning there are indicators adapt which are described when media managers forget to post content to social media. In unforeseen circumstances, it is necessary to be prepared to take charge of the problem, assess the situation, and find ways to make up for lost opportunities. Media managers must be able to

adapt to the development of marketing techniques that will occur in the future.

### B. Marketing of Pesona Curup Tourist Attractions Using Digital Marketing Channels

Digital marketing in practice has several channels which according to Dodson digital marketing has channels in the form of Search Engine Optimization (SEO), Email Marketing, Digital Display Advertising, Social Media Marketing, Mobile Marketing, Analytics [21]. The digital marketing carried out by Pesona Curup is quite good but not optimal, because Pesona Curup only uses social media Instagram, and Facebook, while according to Chaffey there are still other marketing methods such as websites, search engines, email marketing. Although Pesona Curup only uses social media, in terms of management it is quite good because, on Instagram and Facebook social media accounts, they regularly post photos and videos such as the opinion of Martin which explains that Digital marketing has grown rapidly outside the site. web and email to social, immersive technology, and mobile experiences. Today, digital marketing can take the form of anything from online banner ads, sponsorship via Instagram posts to long-form content marketing to augmented reality technology (ART). Martin explained that digital marketing does not only include websites and emails but sponsorship through Instagram posts is also a form of digital marketing that can be done [22].

The usage of social media Instagram and Facebook certainly has various reasons, such as the use of social media in society is very intensive. Some visitors in the interview also said that knowing the location of Pesona Curup tourist attractions through social media, namely from the posts of colleagues who had visited Pesona Curup first so that through social media connected to the internet visitors, they can find out tourist locations without having to go to them first. As Wang and Cunha said that internet access then makes tourists able to access and share information from various locations where or when they are [23]. Through social media, visitors can find out in advance about the conditions of tourist attractions and available rides.

Pesona Curup only uses social media as a digital marketing channel due to the limited resources available. Pesona Curup has not been able to do digital marketing using channels such as Search Engine Optimization (SEO), Email Marketing, Digital Display Advertising. Limited funding is one of the causes of not using that digital marketing channel, such as the results of research from Nirwana and Biduri [24] explaining that the implementation of digital marketing in the development of industry 4.0 on MSMEs in Sidoarjo Regency has not been implemented due to a lack of training, business capital, human resources, unfulfilled development strategy, traditional business characteristics, and high consulting costs. This factor is one of the obstacles that occur in every digital marketing implementation.

Digital marketing content is not only created by Pesona Curup media managers but also created by visitors, some marketing content created by visitors such as drone videos from a height, activity videos at Pesona Curup, and short videos, visitor marketing content is also uploaded on social media and YouTube so that, visitors have a stake in digital marketing. Some informants also said that before visiting Pesona Curup looking for information from their friend's social media, this concept can be said as Electronic Word Of Mouth, or electronic word of mouth marketing according to Hennig-Thurau et al. [25] eWOM is a form of marketing communication that contains about positive or negative statements made by potential consumers, as well as former consumers about a product, which are available to many people through internet social media. The results of Gustiani's [17] research show that, first of all, consumers who feel uncertain about a tourist destination tend to look for online comments on social media. Viewing online comments is very helpful for consumers because it can make consumers feel more confident in their visiting decisions. Clear, logical, and persuasive comments with strong reasons based on specific facts about tourist destinations have a positive influence on visiting decisions.

Instagram and Facebook are applications that are classified as social media, Instagram and Facebook are some of the social media that are easy to use and widely used by Pesona Curup visitors. The usage of Instagram has economic value and is effectively used for tourist attractions that have just implemented digital marketing, such as the results of research by Raúl Tarazona-Montoya, Marta Peris-Ortiz, and Carlos Device who explained that the most effective digital marketing tool used by the tourism cluster of the La Guajira Department of Colombia is: Facebook, Instagram, and marketing websites such as: Booking.com, Trivago.com, Tripadvisor.com, and Atrápalo.com [2].

### C. Evaluation and Improvement of Performance 'Pesona Curup' Tourism Digital Marketing Channel

The media manager also evaluates the digital marketing carried out during the week by looking at the shortcomings that occur and if there is something that needs to be improved then the media manager continues to look for digital marketing strategies that must always be added. The evaluation process is carried out by the owner by informing the media manager regarding deficiencies that need to be improved in the future. This evaluation is also by the indicators from Chaffey regarding the measurement of Internet marketing effectiveness which assesses how well the site is being promoted and does so by reviewing the popularity of the site that is used and how well it fulfills customer needs [5].

The evaluation was also carried out by looking at the reasons for visitors when they decided to visit Pesona Curup, some informants said that they knew Pesona Curup from posts by Facebook and Instagram users and some were notified from close people such as family. The informant also said that the reason for visiting Pesona Curup was because he was interested when he saw the condition of the tourist attractions seen from social media.

Although the three indicators of Chaffey are the same as the evaluation carried out by Pesona Curup, the Curup manager only provides a general description and does not provide the steps taken in each of these indicators [5]. The implementation of digital marketing Pesona Curup is still not optimal, because in planning digital marketing Pesona Curup has not done a written schedule even though according to Dodson digital marketing scheduling in the planning stage is very important for, according to Nurdin Usman implementation is not just an activity but an activity that is planned and to achieve the objectives of the activity, so that when viewed in the planning process carried out by Pesona Curup there are still components that have not been carried out which make digital marketing not optimal [4].

### D. *Building an Image of a Destination Enchantment Curup Destination*

Destination Image is defined as a set of knowledge and descriptions of a tourist destination by visitors to that destination, including information on geography, population, infrastructure, climate, history, and culture, as well as an assessment of attractiveness, safety, etc. [15]. A destination image is a picture of thoughts, beliefs, feelings, and perceptions of a destination [16]. Building an image of a tourism destination means building a good perception of a tourist place so that visitors have an idea of the conditions that exist in a tourist place.

Destination Image by Pesona Curup is in the good category, this condition is evidenced by the response from visitors regarding several indicators such as environmental conditions, nature tourism, events and entertainment, the infrastructure of outdoor activities, prices and values are in the good category as the opinion of Seaton & Bennett in Setiawan that the image of a destination is defined as a set of knowledge and descriptions of a tourist destination by visitors to that destination, including information on geography, population, infrastructure, climate, history, and culture, as well as an assessment of attractiveness, safety, etc. [15]. Chi and Qu in Paludi [26] says nine indicators to see the image of the destination in the form of Environment, Natural tourism, Events and entertainment, Historic/cultural attractions, Infrastructure, Accessibility, Relaxation, Outdoor activities, Prices and the value of nine indicators, six indicators are considered good by Pesona Curup visitors, so the image of Pesona Curup can already be said to be good.

Pesona Curup on building an image has several techniques such as building an image through marketing, by regularly posting the environmental conditions of tourist attractions, sights in tourist areas, game rides, and the latest photo spots, besides that, charm management also continues to develop and update game rides and photo spots. but digital marketing carried out by Pesona Curup has not been able to optimally build the image of the destination because the marketing that done cannot be categorized as good because in terms of planning and marketing concepts are still weak, the image of Pesona Curup destinations is built from testimonials or visitors who provide recommendations to other potential visitors

through social media or electronic word of mouth such as the results of Gustiani's [26] research that communication electronic word of mouth is very influential on consumers who are interested in suggestions from people who have experience with tourist destinations. so that it will bring up the brand image of a destination and influence the decision to visit because of curiosity about the reviews he sees through social media.

## V. CONCLUSION

The implementation of Digital Marketing carried out by Pesona Curup is still not optimal because the implementation stages are not by the existing concept, besides Pesona Curup management also does not have a good marketing concept, it can be seen from the marketing implementation that is carried out incidentally or directly, other weaknesses Pesona Curup in doing marketing techniques to level the content on the two social media that used. Furthermore, Pesona Curup does not yet have the latest marketing strategies, from the results of the research the strategies that are used are still limited to uploading photos and videos and then adding captions and hashtags.

Although there are several weaknesses from digital marketing that is carried out by Pesona Curup, there are several advantages, namely, in doing digital marketing, Pesona Curup regularly posts to social media so that the media is always active, besides that the initiative in doing digital marketing is good. promotion through digital media, although not maximal, but promotions that are carried out more or less can attract visitors, besides that, Pesona Curup management continues to update rides and photo spots so that visitors come not only once but repeatedly.

Digital Marketing through social media that done by Pesona Curup have less impact on the positive image or a negative image of tourism destinations, it's more dominant due to the message delivered visitors to potential visitors Pesona Curup through social media or the so-called electronic word of mouth,

Destination Image is also built from environmental conditions, playgrounds, scenery presented because according to visitors the image of Pesona Curup is quite good. The decision to visit tourists also occurs because of testimonials and recommendations from other fellow visitors so that tourist visits to Pesona Curup are due to marketing through electronic word of mouth.

techniques for doing digital marketing to employees so that digital marketing is carried out more and more. 3) For the Tourism office of Rejang Lebong Regency, to be able to facilitate places - tourist attractions related to increasing the capacity of human resources by creating digital marketing training.4) For further research, it is highly recommended to research sites that already use a good digital marketing system so that the results related to the implementation of digital marketing can be maximized.

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