



Digital Marketing-Based Tourism Planning Policy in Order to Realize Regional Tourism Competitiveness (Study on Regional Tourism Development in East Java)

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Abstract: *Planning products in the form of tourism are the main prerequisites for unifying the direction of tourism development in the regions. To further emphasize the direction and details of tourism development planning, regulations are needed that will cover the stages of activities contained in the plan product. One of the planning policies that can be done is the development of digital marketing-based tourism. In this study, problems were found in local government digital marketing activities, including processing customer data for retention and determining the KPIs needed as a reference for digital marketing strategies. The limitations of adequate tools or devices are also an obstacle in digital marketing. In addition, the lack of human resources. This study uses a descriptive qualitative approach, with data collection techniques using observation, interviews and documentation, as well as testing the validity of the data by triangulation of sources.*

Keywords: *Tourism Planning Policy; Digital Marketing; Local government.*

I. Introduction

The marketing field is growing because of the impact of high global competition in various sectors through new technologies (Alghizzawi, 2019). These factors change the behavior and thinking of tourists. The new big media of digital technology provide pleasure for consumers, providing a lot of information about tourism services. With the technological revolution and new generation habits, it is a new way to communicate with consumers, especially in the tourism sector. To know the new conditions in the digital information market is very important to do. According to (Parlov et al., 2016) in international journals globalization is a process that inevitably overtakes all economic activities. Including the tourism sector which is related to various advertising activities in order to place and sell its products and services. Digital marketing is thus increasingly being used. In that context, tourism organizations and tourism agents act as communicators. trying to create a certain image as a tourist destination. They use digital marketing media for branding to be more uniquely recognizable in the market.

Indonesian tourism has the slogan "Wonderful Indonesia" as a marketing brand. The use of the slogan is expected to make Indonesian tourism more well known in the eyes of the world. The slogan was created to run a sustainable tourism program in order to form a good synergy between the tourism sectors. In Indonesia, many areas have begun to promote attractive tourism potential for tourists. Planning products in the form of tourism are the main prerequisites for unifying the direction of tourism development in the regions. To further emphasize the direction and details of tourism development planning, regulations are needed that will cover the stages of activities contained in the plan product. Besides technical considerations, there is a need for legal products that regulate regional

tourism development so that a Regional Regulation on tourism is needed that provides legal certainty for the stages of tourism development programs in Malang, one of which is related to regional tourism digital marketing planning policies.

City and Regency Governments in East Java as institutions that develop their tourism potential. In carrying out its tourism branding, there is an element of digital marketing applied so that it can be quickly recognized by the wider community. Based on this background, the formulation of the problem in this research is, how is the digital marketing-based tourism development planning policy implemented by the City and Regency Governments in East Java in order to support regional tourism marketing.

II. Literature review

Tourism Planning

Planning something if done properly will certainly provide the greatest benefit and can also minimize all the unfavorable side effects. Therefore the importance of planning in the development of tourism as an industry is none other than that the development of the tourism industry is in accordance with what has been formulated and succeeded in achieving the desired goals, both in terms of economic, social, cultural, and environmental aspects (Lew, 2017; Seraphin, 2017). , et al, 2018; Milano et al, 2019).

In general, aspects of tourism planning consist of elements of tourists, elements of accessibility (transportation), elements of attractions and elements of information (Lew, 2017). Tourist elements that describe tourist characteristics, cultural patterns and activities carried out will be formed if the existing information elements are acceptable (Yuan et al, 2019). Sources of information usually come from guides or direct information (Gössling, 2017; hee Choi & Wu, 2018). The characteristics of tourists will have an influence on the needs for transportation elements, both transportation from and to tourist attractions and accessibility in tourist attractions. The element of attraction is more binding on the services provided to tourists. A good attraction will provide the right information for tourists to come (Yuan et al, 2019; Gössling, 2017). Good accessibility conditions will be able to provide significant benefits to tourist visits.

Public policy

Public policy is a series of actions/activities proposed by a person, group or government in a certain environment where there are obstacles (difficulties) and possibilities (opportunities) where the policy is proposed to be useful in overcoming them to achieve the stated goals. meant.

The stages in the implementation of Public Policy are agenda setting, policy formulation, policy adoption/legitimacy, policy implementation, policy evaluation. These stages are carried out so that the policies made can achieve the expected goals:

a. Agenda Setting

Agenda setting is a very strategic phase and process in the reality of public policy. It is in this process that there is room to interpret what is called a public problem and the priorities in the public agenda are contested. Policy issues are often referred to as policy problems. The formulation of the policy



agenda must be carried out based on the level of urgency and essence of the policy, as well as stakeholder involvement.

b. Policy Formulation

Issues that are already on the policy agenda are then discussed by policy makers. The problems were defined to then find the best solution for the problem. The solution to these problems comes from various alternatives or existing policy options.

c. Policy Adoption

The purpose of legitimacy is to authorize the basic processes of governance. If the act of legitimacy in a society is governed by the sovereignty of the people, citizens will follow the direction of the government.

d. Policy Implementation

In the policy implementation phase, the impact and performance of the policy will be found. Here it will be found whether the policies made achieve the expected goals or not.

e. Policy Evaluation

Policy evaluation can be said to be an activity involving the estimation or assessment of a policy that includes substance, implementation and impact. In this case, evaluation is seen as a functional activity. This means that policy evaluation is not only carried out at the final stage, but is carried out throughout the policy process. Thus, policy evaluation may include the formulation stage of policy problems, proposed programs to solve policy problems, implementation, and the policy impact stage.

Digital Marketing

Digital marketing is an effort to market a brand or product through the digital world or the internet which aims to reach consumers and potential consumers quickly and on time, relevant, personal and cost-effective. The large number of mobile phone users makes mobile phones a new mass medium, this opportunity is used by manufacturers as a medium for advertising. For marketers, mobile marketing is considered more efficient because it is cheap, focuses more on the desired consumer (segmented) and is more scalable. Many marketers even use Facebook or Twitter to advertise, thus giving birth to a new innovation, namely mobile marketing. There are at least three advantages for companies in using mobile marketing, namely: Consumer relationship management. Companies can improve the quality and range of services. Corporate usage Improve communication among employees without time limit, check schedules and information and reduce costs and increase productivity Wireless applications significantly reduce communication costs to customers, improve brand awareness, offer special products with potential customers. The information presented online should include information related to products and services available in online shopping. the information should be useful and relevant in predicting the quality and usefulness of the product or service. To satisfy the information needs of online consumers/buyers, product and service information must be up-to-date, assist online shoppers in making decisions, be consistent, and easy to understand. Quality is the totality of features and characteristics of a product or service that affect its ability to satisfy stated or implied needs.

III. Research methods



This study uses a qualitative research type. Researchers apply a qualitative approach so that researchers can answer the research focus by extracting data in the field directly related to the topic under study. By applying a qualitative approach, researchers can establish intimacy with informants to obtain detailed information in data collection through in-depth interviews, observation and documentation. Secondary data were taken from various literatures such as books, and data related to poverty and planning. Data analysis in qualitative research is carried out to create data, process data, categorize data, and conclude what is obtained. The analysis used in this research is interactive data analysis. The components of data analysis are data collection, data condensation, data presentation, verification or drawing conclusions.

IV. Discussion

The development of the era that has begun to be digitized forces everyone to continue to move and co-exist with digital media. This digitalization has also made the company begin to focus its operational activities, either partially or wholly on digital media, including its marketing activities (digital marketing). The Regional Government as one of the institutions engaged in overseeing the tourism sector also uses digital media as a marketing channel. Local governments use digital media as one of the tourism marketing channels in their regions due to the fast flow of information and promotions as well as very broad affordability via the internet. Local governments use digital marketing as a means of promotion, engagement, disseminating information, and media to compete with their competitors.

The utilization and purpose of using local government digital marketing is in line with the theory discussed in the previous chapter. Researchers found that in its implementation, the Regional Government focuses on organic digital marketing marketing activities. In theory, organic digital marketing emphasizes sustainability, namely when a region consistently uses its digital media as a tool to communicate and disseminate information to audiences without incurring large costs and even free of charge, and not for product sales targets in the near future, so they are not very active in marketing. carry out advertising activities (ads/sponsorship).

This can happen because the main product owned by the Regional Government is not in the form of ready-to-sell goods, but tourism products, so the purpose of marketing is to attract tourists (audiences) to visit or make reservations. However, even though it is not the main product, the Regional Government must also consider that the region has processed products that can be sold offline or online to support its tourism activities. In order to increase the number of sales of processed products, the Regional Government utilizes the integration of digital marketing channels that are integrated through links on their social media pages and CTA (call to action) on their website.

The situation analysis carried out by the Regional Government in terms of digital marketing is in terms of viewing or monitoring other areas and recognizing how good their digital pages are when compared to their competitors. In addition to the digital aspect, the situation analysis also focuses on the overall condition of the local government as stated in the points above.

Every plan requires a control system as an alarm that tells whether the target is right to achieve the predetermined goals. According to Smith's theory (2020) the control section of the plan lists which Key Performance Indicators (KPIs) are measured daily, weekly, monthly to yearly. All metrics measured in each period will be used in the analysis of the situation in the next period. In digital marketing, KPI lists each platform used by the company along with the results of the previous period,

the current period's achievement targets and the current period's achievements. In its implementation, local governments have not yet used measurable KPIs on each platform for digital marketing purposes. In exercising control, local governments rely on reports or direct events received in the field. In terms of digital, local governments use reviews from google reviews and complaints through customer service as evaluation materials in improving performance. The targets to be achieved that should be contained in KPIs such as engagement targets, followers, site visits, and conversions are not yet owned by the Regional Government as discussed in the previous research, Arifianti (2019) regarding the use of KPIs at the control stage. For local governments, the most important thing is not the quantity or the number of measurable achievements, but the quality and satisfaction of the visitors/buyers.

V. Conclusion

This study analyzes digital marketing strategies in local governments. The media used as digital marketing channels for the Regional Government include social media (Instagram, facebook, tiktok and whatsapp), the web, and forums on google reviews. The limitations of adequate tools or devices are an obstacle in digital marketing. The underlying factor for this is because of the limited budget funds that are owned to obtain the necessary infrastructure facilities. In addition, the lack of qualified human resources is also an obstacle in implementing digital marketing, because digital marketing requires individuals who have high creativity in order to display attractive promotions for consumers.

VI. References

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