

The Effectiveness of Digital Marketing in Efforts to Promote Tlangoh Beach in Bangkalan Madura Through Social Media

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Abstract. *Social media is a tourism information center for tourists regarding various destinations and activities. Social media is the main attraction for attracting tourists and providing various available information, as well as answering various curiosities. The role of ICT in the world of tourism as facilities and infrastructure in promoting tourism which we often hear electronically is called digital marketing. Tlangoh Beach, which is located in Bangkalan, Madura, is a tourist destination that has beautiful views. Based on this, it encourages researchers to conduct research related to strategies for using digital technology as a medium for conveying information in carrying out promotions, building preferences, and increasing visitors to Tlangoh beach in Bangkalan district. The aim of this research is to determine the effectiveness of digital marketing in promoting Tlangoh beach tourism in Bangkalan Regency. This research uses qualitative methods with the AISAS (Attention, Interest, Search, Action, Share) model. The results of this research explain that the existence of social media makes it easier to communicate with potential visitors/tourists. All input and questions received can be used as ideas for future posts and improvements to the Tlangoh Beach tourist attraction. In other words, social media users/readers can provide inspiration for the development of Tlangoh beach tourism in Bangkalan district. It is important to be more interactive with followers or readers of social media because it serves as a form of real actualization of promotional strategies. The use of hashtags in posts on social media is no less important, for example, the hashtag #pantaitlangoh, so all the content in searches for that hashtag on average contains posts about Tlangoh beach.*

Keywords – *Social Media, Digital Marketing, Pantai Tlangoh*

I.INTRODUCTION

Natural and cultural wealth is an important component in tourism in Indonesia. One of them is the island of Madura which can be used as one of the lists of tourism visits, including: religious tourism, cultural tourism, and natural tourism. Madura has the potential for beautiful natural tourism in many regions, one of which is in Bangkalan Regency. Bangkalan Regency is a district located in East Java, this district holds a million amazing and hidden charms and natural fragrances. Some of the natural attractions that can be visited are: Jaddih Hill, Siring Kemuning Beach, Arosbaya Limestone Hill, Arosbaya Pelalangan Hill, Geger Hill, City Recreational Park, Rongkang Beach, Paseban Park, and Tlangoh Beach.

Tlangoh Beach is a new tourist attraction in Madura, starting to operate around May 2020. Initially, it was known as a therapeutic beach. The majority of tourists who visit have a history of diseases, ranging from itching to having a stroke. They usually come after the dawn prayer to soak themselves and only rise when the sun begins to rise. Unfortunately, the identity as a therapeutic beach is not able to bring economic benefits to local residents. After the opening of the beach tourist destination, the residents of Tlangoh Village welcomed it well. In the end, new jobs are created for them. Many villagers have opened stall businesses along the coast. The village youth now have jobs as tour guides, become operators of All Terrain Vehicle (ATV) motorcycles to serve as security guards at tourist sites.

This phenomenon is in line with a study conducted by Yoeti tourism is an important sector in economic development because tourism is very closely related to all economic sectors, so it makes many important contributions to the regional economy [1]The tourism sector contributes to foreign exchange revenues, increases business opportunities and various job opportunities, and increases income for the central and regional governments. However, after 2 years of the opening of Tlangoh Beach tourism, not many people know that on the coast of Madura there is a beautiful beach, even many people around Bangkalan Regency do not know the presence of this tourist destination, thus it is important to promote Tlangoh Beach tourism.

So far, the Government has tried to increase tourist visits to the island of Madura by holding various events and promoting them online using social media such as websites, twitter, Instagram, and others. Social media is a tourism information center for tourists about various destinations and activities. For example, on the tripzilla.id website, tripadvisor.id, travel.detik and the official website of the government. Social media is the main attraction to attract tourists and provide various existing information, as well as answer various curiosities. As well as an advertising means that stimulates people to come to visit Madura. However, not all social media can inform the destinations around the destination to be visited, due to the limited time and information about the destinations around them, tourists often only visit a few places, and cannot explore the destinations around them, so that only certain destinations are crowded with tourists.

The development of technology has made consumer behavior shift, where in the past millennials spent more money on style and style, but now they consume more vacations. So visiting the latest tourist attractions presented in the form of photos is what they are most looking for [2] The internet is an interesting opportunity for marketers to conduct marketing research on aspects that match the products offered. With digital marketing, it is easier for marketers to market their products, one of which is tourism products. Digital marketing is one of the strategies applied in marketing tourism products in the current era. The existence of digital marketing also makes a person's interest in traveling even higher. Digital marketing activities are usually carried out on websites, social media, online advertising, email direct marketing, discussion forums, and mobile applications [3] Every content provided in digital marketing will have an impact on increasing the number of tourists who attend.

The role of digital media has been widely used to promote a region[2] Several previous studies have explained that digital media has a very important influence in promoting tourism and increasing the number of tourists. The results of the study explain that content from social media has an important role. Through the disparbudkab.bdg Instagram account, it produces an informative and persuasive account. This cannot be separated from a well-organized content formation process. The active role of the government to involve experts in the field of social media content is also the key to the success of the disparbudkab.bdg account in managing tourism content in its area [2] Then the results of other studies show that the role of digital media has an influence on the tourism promotion process to increase the number of tourists[4] The study aims to analyze how the use of digital marketing in the promotion process carried out by the local government of Magetan Regency, especially the Tourism Office to introduce tourist village objects in Magetan Regency. The results of other studies also show that social media is preferred as digital marketing[5]

Based on the background of the above problems, it has encouraged researchers to conduct research on strategies for using digital technology as a medium to convey information in promoting it, building preferences, and increasing visitors to Tlangoh Beach in Bangkalan Regency through strategic marketing digital marketing social media. The results of this research are expected to be applied to attract the number of tourism visitors, especially on Tlangoh Beach, Bangkalan Regency.

II.METHOD

This study uses a qualitative method with the AISAS (Attention, Interest, Search, Action, Share) model. The data analysis in this study uses the search for the calculation of the mean (average), percentage, and mode or response that often appears in the questionnaire results. AISAS is the process of a consumer who pays attention to a product, service, or advertisement (Attention) and arouses interest (Interest) so that there is a desire to collect information (Search) about the goods. So this research is included in the type of descriptive study.

Descriptive studies are conducted to ascertain and be able to describe the characteristics of the variables of interest in a situation[6] Descriptive studies can be simple or complicated; and can be done in a variety of situations. The purpose of descriptive research is to examine the form, characteristic activity, changes, relationships, similarities and differences with other phenomena. Qualitative methods are the accumulation of data on natural conditions by interpreting phenomena that occur[7]

AISAS is a communication model invented by Dentsu that is used to determine tourist behavior based on the use of digital marketing applied to a product. Based on the phenomenon that tourists today have wide access to exchange information, the AISAS Model consists of [8]: 1). Attention, which is how people pay attention to products, services, and advertisements 2). Interest, the attitude of interest by the audience towards the product or service that they have seen. 3). Search, which is the search and collection of information by consumers in order to learn about the product or service first. 4). Action, which is a consumer action related to the purchase of products or services. 5). Share, that is, the action of consumers in the form of sharing information and experiences about products or services.[9]

III.RESULTS AND DISCUSSION

A. Results of the Attention sub-variable research

The results of attention analysis on tourists at Tlangoh Beach Bangkalan based on data, respondents' responses to the statement of the attention sub-variable are as follows:

Table. 1 Attention Analysis

Item Number	Statement	Response				Number of samples	Total Score	Ideal Score
		SS	S	TS	STS			
1	I saw the Tlangoh Beach tourist object through social media.	17	23	1	0	41	164	164
2	I have known about Tlangoh Beach, from a long time ago.	6	17	12	6	41	105	164

3	I realized that in Bangkalan there is a beach tourism called Tlangoh Beach.	17	20	3	1	41	135	164
4	The existence of information on social media helps me in reminding me of the existence of Tlangoh Beach tourist attractions.	14	25	2	0	41	135	164
Total Score							539	656
Presentase							82,2%	

Based on the calculation in the table above the attention response, it shows that item number one is the highest score where tourists see Tlangoh Beach tourist objects through social media. And the lowest item is the statement that visitors already know Tlangoh Sendari Beach first, this proves that social media provides information that has not been previously known by visitors.[10][11]

B. Results of the Interest sub-variable research

The results of interest analysis on tourists at Tlangoh Beach Bangkalan are based on data. [12]The respondents' responses to the statement of the sub-variable of interest are as follows:

Table. 2 Interest Analysis

Item Number	Statement	Response				Number of samples	Total Score	Ideal Score
		SS	S	TS	STS			
5	I am interested in visiting the Tlangoh Beach tourist attraction because of the stories and testimonials of people who have visited Tlangoh Beach.	12	21	8	0	41	127	164
6	I am interested in visiting Tlangoh Beach because of the facilities.	3	27	10	1	41	114	164
7	I am interested in visiting Tlangoh beach because of the beauty of the scenery.	18	20	2	1	41	137	164
Total Score							378	492
Persentase							73,7%	

Based on the calculation in the table above the response of interest, it shows item number 7, namely: the statement that I am interested in visiting Tlangoh Beach because of the beauty of the scenery (137) is the highest score where tourists are interested in visiting Tlangoh Beach Bangkalan because of the scenery. While the statement item that I am interested in visiting Tlangoh Beach because the facilities are the lowest (114), it explains that visitors consider that facilities are not the basis for their visit to Tlangoh Beach, this also reveals that Tlangoh Beach facilities are still considered lacking by visitors.[13]

C. Search sub-variable research results

The results of the search analysis on tourists at Tlangoh Beach Bangkalan based on the respondents' response data to the statements of the search sub-variables are as follows:

Table. 3 Search Analysis

Item Number	Statement	Response				Number of samples	Total Score	Ideal Score
		SS	S	TS	STS			
8	Searching for tourism information on Tlangoh Bangkalan beach on the internet site is easier.	14	22	4	1	41	131	164
9	I started searching Tlangoh Beach by using a search engine to know which sites or social media have complete information.	13	25	3	0	41	133	164
10	I first found out the beauty/facilities found on Tlangoh Beach, so as not to be disappointed when visiting it.	10	29	2	0	41	131	164
Total Score							395	492
Persentase							80,3%	

Based on the calculation in the table above the search response, it shows item number 9, namely: the statement that it is the highest score where I started the search for Tlangoh Beach using a search engine to know which site or social media has complete information (133).

D. Results of the Action sub-variable research

The results of the action analysis on tourists at Tlangoh Beach, Bangkalan are based on response data. The following respondents to the statement of sub-variables of action are as follows:

Table. 4 Action Analysis

Item Number	Statement	Response				Number of samples	Total Score	Ideal Score
		SS	S	TS	STS			
11	I decided to visit Tlangoh Beach based on the information I had already obtained.	12	16	13	0	41	122	164
12	I consider the reason for visiting Tlangoh beach through comments or testimonials of visitors through internet sites (web, youtube, etc.)	7	24	8	2	41	118	164
13	I consider the reason for visiting Tlangoh Beach through comments or testimonials of visitors through internet sites and social media (facebook, instagram, twitter).	6	26	8	1	41	119	164
Total Score							359	492
Percentage							73%	

Based on the calculation in the table above the action response, it shows item number 11, namely: a statement that I decided to visit Tlangoh Beach based on the information that has been obtained (122), from various information both friends, family, and social media.

D. Results of the Share sub-variable research

The results of share analysis on Tlangoh Beach tourists in Bangkalan based on respondents' response data to the statement of the sub-variable share are as follows:

Table. 5 Share Analysis

Item Number	Statement	Response				Number of samples	Total Score	Ideal Score
		SS	S	TS	STS			
14	I would like to give the story of my experience visiting Tlangoh Beach to friends/colleagues.	10	30	1	0	41	135	164
15	I would like to give a story of my experience visiting Tlangoh Beach through a direct conversation.	10	29	2	0	41	131	164
16	I give stories of my experience visiting Tlangoh Beach Parisiwata through social networking sites, Facebook, Instagram, Twitter, and others.	9	28	4	0	41	128	164
17	I want to provide a story of my experience visiting Tlangoh Beach through my online blog site.	4	17	19	1	41	106	164
Total Score							500	565
Percentage							88,5%	

Based on the calculation in the table above the share response, it shows the statement item that I want to give the story of my experience visiting Tlangoh beach to friends/colleagues (135). While the statement item that I want to provide the story of the experience of visiting Tlangoh Beach through the lowest blog online site I have (106), this shows that not all visitors have a personal blog.

F. AISAS Effectiveness Measurement Value

Table. 6 Effectiveness of AISAS on Tlangoh Beach, Bangkalan

No.	Dimension	Percentage
1	Attention	82,2 %

2	<i>Interest</i>	73,7 %
3	<i>Search</i>	80,3 %
4	<i>Action</i>	73 %
5	<i>Share</i>	88,5 %

Based on the table above, it is explained that from the 5 measurement dimensions of AISAS (Attention, Interest, Search, Action, Share) revealed that the Share dimension made the highest contribution related to the promotion of Tlangoh beach tourism in Bangkalan. This shows that visitors want to give stories of their experience visiting Tlangoh Beach to friends/colleagues either directly or digitally such as social media.[14]

The results of this study explain that of the 5 measurement dimensions of AISAS (Attention, Interest, Search, Action, Share) revealed that the share dimension made the highest contribution related to the promotion of Tlangoh beach tourism in Bangkalan. This shows that visitors want to give stories of their experience visiting Tlangoh Beach to friends/colleagues both directly and digitally such as their social media.

The results of this study also reveal that there are several factors that support the promotion of Tlangoh Beach through digital marketing. Apart from the factors of facilities, cleanliness, service and so on. The importance of being more interactive with followers, or social media readers, because service is a form of real actualization, of a promotional strategy. With the existence of social media, of course, it is easier to communicate with prospective visitors/tourists.

It is no less important to pay attention to the target market whether it is teenagers, families, children or other ages. The target market for Tlangoh beach tourism is quite diverse, not only teenagers, but also families and communities. The target market will adjust to the design / post of the target market. The function of content in social media is to attract customers to get to know more about Tlangoh beach tourism, because informative and educational content is usually in great demand by audiences on social media.[15]

Social media algorithms, each social media platform has its own algorithm or formula for how it works. For example, Facebook and Instagram will certainly have different algorithms for how they work. You must understand the algorithm of each of these platforms to get maximum engagement and reach the market share that suits the target market of Tlangoh beach tourists. The importance of using hashtags in posts on social media is certainly familiar. It is necessary to type a word using the hashtag (#) and it will automatically become a hashtag. Hashtags have a function as a grouping of content with a specific topic. For example, hashtags #pantaitlangoh, then all content in the hashtag search contains Tlangoh beach posts on average.

Some of the inhibiting factors that still need to be developed are in addition to cleanliness such as the lack of trash cans, the lack of playgrounds for children, and some facilities are still paid, so many visitors complain about this. In addition, social media, both Instagram and Facebook managed by the manager of the Tlangoh Beach Tourism Village, are not interactive enough with visitors, and are not active in uploading photos or information related to the development of Tlangoh Beach. The need for a special admin in running digital marketing as an effort to promote Tlangoh beach in Bangkalan Regency

IV.CONCLUSION

The results of this study explain that the existence of social media makes it easier to communicate with prospective visitors/tourists. Through all the inputs, and questions received, can be used as ideas for future posts and improvements in Tlangoh beach tourist attractions. In other words, social media users/readers can be an inspiration for the development of Tlangoh beach tourism in Bangkalan Regency. It is important to be more interactive with followers, or readers of social media because the service is a real form of actualization, of the promotion strategy. The use of hashtags in posts on social media is no less important, for example, hashtags #pantaitlangoh, so all content in the hashtag search contains Tlangoh beach posts on average.

This study also explains that of the 5 measurement dimensions of AISAS (Attention, Interest, Search, Action, Share) revealed that the Share dimension made the highest contribution related to the promotion of Tlangoh beach tourism in Bangkalan. This shows that visitors want to give stories of their experience visiting Tlangoh Beach to friends/colleagues either directly or digitally such as social media.

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