

# VARIATION OF DIGITAL MARKETING STRATEGY ON TOURISM BUSINESS SCALE IN BALI, INDONESIA

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## ABSTRACT

With all its beauty, Bali can attract various people from all over. With more and more visitors to Bali, there are opportunities for business people with various types of businesses. With so many businesses, it must pay attention to every critical point in doing business. One of the critical points that a business must consider is a marketing communication strategy. A marketing strategy is needed to survive among other businesses, especially digital marketing communication, considering the times that continue to prioritize digital. This study aims to determine whether differences in the size of the business scale can affect marketing strategies carried out in businesses in Bali. The research method used is qualitative with a descriptive approach. This research was researched the numbers of tourism services ranging from clothing brands to hotel services. The result of the article is the variances in the size of a company's scale have an effect on the marketing technique it employs; micro-business to large businesses have different types of digital marketing, but there are the marketing strategies of these four business scales that similar comparable since they both employ social media as a marketing tool.

**Keywords:** *Bali, Marketing Strategy, Digital Marketing Communication, Business, Tourism Marketing*

## 1. INTRODUCTION

TripAdvisor, one of the online tourism platform awarded Bali as second most popular global destination in 2023. As a leading tourist destination in Indonesia, the tourism in Bali is expected have a greater impact to other tourist destination in the country. Online tourism platform such as TripAdvisor, Traveloka or Agoda, help tourist industry in Bali distribute their services to the customer around the world. The industry evolving various type and scale ranging from large, medium, small and micro businesses. However, due to the lack of digital literacy and digital skill not all the tourism industry in Bali can use this marketing tools in promoting their product, especially for small and micro tourism business.

Marketing communication is a place a company or organization uses to inform, persuade, and notify consumers directly and indirectly about the products, brands, or services they sell or provide [10]. Marketing communication can be understood

by separating two core elements: communication and marketing. Communication is the process by which thoughts and understanding are given between individuals. Marketing is a group of activities in which a company or organization exchanges values with its customers [1]. According to Morissan [15], Integrated marketing communication is an effort to make all promotional or marketing activities of a company or organization obtain an excellent and consistent image for its consumers.

However, now, people spend more time in front of the "screen" and continue to use digital. People prefer instant and effective. For this reason, digital marketing communication must be sharpened and focused on now more than traditional marketing is required. Marketers need a "modern marketing" model with digital marketing as the solution [17].

The concept of digital marketing communication is a marketing concept that focuses on internet development or digital marketing communication with three development categories: namely (1)

marketing content, (2) search engine marketing, and (3) website and social media strategy. These three things become solutions for business people to compete and succeed in the digital era. The main benefits felt after applying the concept of digital marketing communication are reaching a better target market, increasing sales, and building digital branding at a more efficient cost [11]. By doing various marketing innovations, namely digital marketing, considering that everything is now digital, is the most appropriate solution to survive at this time, both in marketing and online transactions, the approach in the digital era in all technology-based services. One of the emerging technologies is the activity through social networks [13].

Digital marketing is a form of effort to promote and market a brand and product using digital media, such as the internet. Digital marketing is a popular strategy used by marketers around the world. The use of digital marketing aims to increase market share, the number of comments on social media, blogs, and the like, revenue, and reduce marketing costs [4]. The role of digital technology as a business driver is crucial in cutting transaction costs, increasing efficiency and productivity, reaching markets, creating engagement with consumers, and sharing resources. Digital marketing communication also combines psychological, humanist, anthropological, and technological factors that will become new media with large capacity, interactive, and multimedia. The result of the new era is the interaction between producers, market intermediaries, and consumers. Collaboration between digitalization strategies in tourism marketing is expected to drive business growth. Therefore, developing a marketing strategy plays a vital role in the industry or company in the tourism area. Moreover, during the development of global Internet communication, the role of the electronic environment in promoting goods and services increased significantly. In this regard, the marketing strategy of enterprises in tourism and industry should include the use of marketing innovations, and modern digital technologies [9].

Nowadays, digital-based marketing activities are essential for entrepreneurs to learn, including tourism businesses in Bali. With the increase of businesses in Bali, entrepreneurs must maintain their respective businesses with such intense competition there, both local and international competitors for every business scale.

Many studies have discussed the digital marketing strategies used by tourism businesses in the province of Bali, but none have discussed the

differences between them. As a businessman, you must understand the company's position, micro, small, medium, or large. After that, recognize the target market and determine the type of marketing that will be done. This research explains how digital marketing communication is carried out based on the company's size. In other studies, only explains how digital marketing is done but do not show the difference based on the size of the business. One of them is a study entitled The Role of Digital Marketing as a Marketing Tool in Hotels in Badung Regency [19] with data source from 12 hotels in Badung, Bali. In the study, it is said that along with the development of internet technology, business people, especially hoteliers, naturally utilize the internet to do marketing, in this case, termed digital marketing. The development and penetration of the internet, which is accelerating, has developed the growth of online transactions, which in addition to intensifying economic life but will also grow society into consumers. In normal situations, marketing has become an important role. Since the internet era, the term digital marketing has become more important as the center of marketing activities because marketing activities are becoming increasingly digital. For some hotels and airlines, applying digital marketing is very important. However, it is different from this research which examines various sizes of businesses and their utilization of digital marketing communication, which is not only in hotels and also in several other businesses that several studies have discussed.

Therefore, this study will observe whether the difference in the size of the business scale can affect the marketing strategies carried out in businesses in Bali. The research method used is qualitative with a descriptive approach. The research for this article was conducted on Cular Creative as Marketing Agency, Aston Denpasar as Hotel, Bali Animal Care as Non-profit Organization, Siana Guesthouse as Guesthouse, Coral Bloom and J-COLL as Clothing Brand, and Dapur Mama Ina as Food Business.

The results of this study will explain the differences in the size of the business scale can affect the digital marketing strategy used. This research can be a reference for new business people in their marketing strategy.

Cular Creative has been established for ten years by providing various marketing services, ranging from Brand Identity Package, Strategy & Consultation, Social Media Management, Social Media Advertising, Google Advertising (PPC), Web Design & Development, Search Engine

Optimization (SEO), Graphic Design, Film Production. At Cular Creative, they do everything with passion and dedication. The Key Informant of Cular Creative is Juliet Dahoklory, the Team Leader & Manage. She supervises a group of employees and motivates them to do their jobs efficiently, develops a reward system for productivity that motivates new and experienced workers, and communicates any issues with upper management to achieve business goals effectively.

Aston Denpasar, as a large company, Aston is a four-star hotel brand with serviced apartment and resort facilities. Aston Denpasar Hotel & Convention Center is a four-star resort hotel with first-class properties for business and leisure travelers. Aston Denpasar Hotel & Convention has several excellent facilities and services that make this hotel a memorable residence for its customers. The hotel has a 24-hour reception and check-out service, security, and internet access in public areas. The key Informant of Aston Denpasar Hotel & Convention is Fitri Rima Sari, General Manager In Charge. She is responsible for all or part of the departmental or corporate operations, including generating revenue and controlling costs.

Bali Animal Care, as a small company, is a non-profit organization dedicated to improving the lives of animals in Bali during this stressful pandemic. Bali Animal Care focuses on helping "owned animals," whether they belong to Bali residents or owners who have caged, abandoned their animals, and left the island. Since the Covid-19 outbreak, the animal situation in Bali has worsened. Animals are neglected, dumped, and left alone. Because of this, there are fewer sterilizations, so puppies and kittens are growing daily. To help animals in need in the Bali area, Bali Animal Care offers animal care, protection, and assistance while providing support, assistance, and education to the Balinese community in proper animal care. A key Informant in Bali Animal Care is Wendy Manintveld, the Founder of Bali Animal Care.

Coral Bloom, a medium-sized company, is a company engaged in fashion. Coral Bloom was established in 2019 in Bali. Coral Bloom was founded by a fashion design student who envisioned representing soul, creativity, and love in products—made with ease, high quality, classy, perfect-simple, elegant, and sophisticated products. Like the 'Coral' that gives life to many creatures in the sea, the dream is that every part of the product can be used in every story. The key Informant of Coral Bloom is Ni Luh Lasiani, the Co-Founder of Coral Bloom.

Siana Guesthouse, as a medium-sized company, is an inn with Guesthouse standards in Denpasar Bali, established in 2019. Siana Guesthouse has two branches, namely in Padangsambian, and Mahendradatta, Denpasar. The Key Informant of Siana Guesthouse is Mira, the General Administrator of Siana Guesthouse. Mira manages all customer administration, managing the company's social media, receiving criticism, requests, telephone calls, and chats from customers, and creating and organizing all monthly company reports.

J-COLL, a small-size company, has been a fashion company since 2012 in Bali, Indonesia. J-COLL sells handmade shoes, bags, and clothing from genuine leather. J-COLL is currently located in Seminyak Village, Kuta District, Bali. The Key Informant of J-COLL is Joanne, the Founder of J-COLL. Joanne is a graduate fashion designer student who chose to return to Indonesia and create a fashion brand in Bali.

Dapur Mama Ina, as a micro size company, is a micro company engaged in food & beverage. Dapur Mama Ina has been in Renon, Denpasar, Bali, since 2017. The Key Informant of Dapur Mama Ina is Ellise Samallo, the Admin of Dapur Mama Ina, managing incoming orders, order delivery, and social media from Dapur Mama Ina.

## 2. LITERATURE REVIEW

### 4.1 Digital Marketing Communication

Digital Marketing is one of the marketing media that is now in demand by the public to support various activities. Digital marketing is an effort to market products. The use of technology in every process characterizes digital marketing. According to Lucyantoro & Rachmansyah [12], Digital marketing can be interpreted as an effort to promote a brand using digital media to reach consumers in a timely, personalized, and relevant manner. With digital marketing, communication, and transactions can be done anytime or in real-time and can be global or global with many social media users [18]. Digital marketing communication management as a marketing medium can be more effective and efficient in reaching a broader market share if it has an innovative management strategy. The strategy is focused on the community or users of digital marketing platforms by analyzing the target audience and company needs first before determining the content or material to be launched through digital platforms such as Facebook, Instagram, Youtube, and Twitter [16].

## 4.2 Tourism Marketing

To develop regional tourism activities, tourist destinations must have 1. Objects/attractions and tourist attractions. 2. Transportation and infrastructure. 3. Accommodation (place to stay). 4. Food and beverage businesses. 5. Other supporting services (supporting tourist trips). Likewise, in the tourism sector, marketing objectives vary based on the level of tourism development in the region, the products produced, the type of organization, and tourism management in the country [2]. In the same book, it is also mentioned that marketing objectives in the field of tourism include: To maintain maximum profits in the long term, Achieving a balance of tourism growth and strengthening economic influence in the economy, significantly increasing foreign exchange earnings, Finding and finding a balance in the planning of social and economic problems of the country, Maintaining and strengthening market share in the face of possible competition, Strengthening the impression of the country being a host country for tourists, and creating and developing the impression and value of tourist destinations in their country/region.

In the context of developing tourism marketing, several potentials have been developed as the principal capital in encouraging the acceleration of tourism marketing, one of which is the potential of the foreign tourist market, which is a market that continues to grow. This also provides an excellent opportunity for Indonesia to attract foreign tourists visits to Indonesia. [5].

## 4.3 Social Media

The emergence of internet technology automatically also affects the development of social media usage in society. Social media is online media that supports social interaction. Social media uses web-based technology that turns communication into an interactive dialog. Some examples include social networks, blogs, wikis, youtube, and others. Everyone can create, edit, and publish their own news content, promotions, articles, photos, and videos through social media. Besides being more flexible and broader in scope, it is more effective, efficient, fast, interactive, and varied. The existence of social media now continues to penetrate human life. In its development, social media can be used for various purposes, ranging from finding friends and campaigning for specific programs to promoting and marketing specific products or services. Rapid progress in the field of information technology is matched by advances in transportation technology

and logistics management. This makes it easier for the traffic of people and goods to occur. These two things should be a business opportunity that must be utilized. In this case, how to utilize social media such as Facebook, Twitter, or others to market products.

## 3. METHODS

This research uses qualitative research with a descriptive approach. Descriptive research involves the identification of attributes derived from a phenomenon according to observations or exploring correlations between two or more phenomena [7]. Descriptive research seeks to answer current problem solutions based on data [3]. The data analysis used in this research is descriptive analysis, which systematically, factually, and accurately describes the facts and relationships between the investigated phenomena. This analysis is made after the desired data when this research is finished. Data were obtained from the number of tourism services ranging from clothing brands to hotel services by analyzing the digital marketing communication strategy.

This type of research is a case study. A case study is an intensive study that aims to generalize some unit, where the focus is on a specific unit [6]. The case study method is also an excellent way to define the case to make it easier to understand. The case study method explores a real-life, contemporary finite system (case) or multiple finite systems (cases) over time through detailed and in-depth data collection involving multiple sources of information and reports, case descriptions, and case themes [8]. The data source used is data obtained from in-depth interviews with Marketing & Public Relations Officers in several public places in Bali, Tourist Destination Managers, and Communities using the snowball technique, which is an approach to finding key informants who can provide information and recommendations about respondents or other informants who can provide information about the research conducted [14].

## 4. RESULTS AND DISCUSSION

The research object taken in this study consists of several objects, namely Aston Denpasar as a hotel which is a large-scale business, Cular Creative as a Marketing Agency, Siana Guesthouse as an inn, and Coral Bloom as a Clothing Brand, all three of which are medium-scale businesses, Bali

Animal Care as a Non-profit Organization, J-COLL as a shop engaged in fashion, both of which are small-scale businesses, and Dapur Mama Ina's as a micro-scale business.

Based on interviews conducted with sources, some strategies are only used in large-scale, medium-scale, and small-scale businesses, and all scales of businesses use others.

Aston Denpasar is one of the most reliable hotels in Bali with a large company scale. Aston has several marketing strategies, especially digital marketing strategies used. The strategies used are Travel Online Discounts, Promotion Programs, Digital marketing through Instagram and Facebook, and supporting applications. The following strategies are only used by Aston Denpasar and are not used by smaller businesses.

#### 4.1 Travel Online Discount

Travel Online Discount is where Aston Denpasar cooperates with online travelers such as Traveloka, PegiPegi, tiket.com, booking.com, Agoda, and others to make discounts. Generally, by participating in flash sale programs in specific periods with varied prices, the price is much different from the official hotel website. For Aston Denpasar, this program is set by Archipelago, where Archipelago offers the program to Aston Denpasar.

*"First, we collaborate with online travel agencies"*

In addition to the flash-sale program, there is a "Pay Now, Stay Later" program where customers are invited to book a room sometime before staying at the hotel with a price offer that differs from regular bookings.

*"In addition, we offer a scheme known as pay now, stay later. People may purchase on Traveloka today and check in a week or so later. So, pay now, stay later, and it may be a year earlier."*

#### 4.2 Promotion Program

The first promotion program that Aston Denpasar did was Free-Upgrade. To minimize expenses during a pandemic, Aston Denpasar, which has two buildings for rooms, during the pandemic Aston Denpasar closed the building that had rooms with the lowest price. However, it still provides all room options in the booking, then

when the customer books a room in the building that is closed, Aston gives the customer a "free upgrade" so that they can occupy the open building. This is one of the marketing tricks used by Aston.

*"With free upgrades, we occasionally also make our guests happy. We have two buildings. Thus we use the least power in building one and two, respectively. As a result, building two will be shut down. Usually, guests choose the room with the lowest price. We are upgrading it since, generally speaking, the deluxe is the best option in this sector. That is a trick. Additionally, that makes it easier for us to sell. So occasionally, they extended it to two nights. That is a ploy used to market hotels. Yes, they are content and capable of being devoted to Aston."*

Aston Denpasar focuses on more than just rooms. However, Aston Denpasar also conducts Promotion Programs for Mice, Food & Beverage, and Swimming Pool rentals by creating packages for rentals. Mice, which includes a ballroom and meeting room, is made with a maximum of several people with a choice of including F&B and outside F&B.

*"Mice, so marketing does not only focus on the room but also the meeting room, so we have 13 meeting rooms, including the ballroom. Yes, so the ballroom is very helpful."*

*"So we also really depend on Mice and F&B too."*

The same goes for swimming pool rentals, which are made with several packages such as swimming, food, and swimming, excluding food, with a slight price difference.

*"Ohiya, there is one more swimming pool package. It is also boosting."*

Meanwhile, Cular Creative, as a medium-sized marketing agency, has several marketing strategies that have yet to be used by other businesses. The strategies used by Cular Creative are Repositioning, Activation, and Collaboration.

#### 4.3 Repositioning

The occurrence of the Covid-19 pandemic in all corners since 2020 has caused the closure of the tourism door, where there is no entry and exit for international tourists. This forced Cular Creative to



change its market segmentation, not to international tourists but to local tourists.

*“Classify new market segmentation (from worldwide tourists to local-based). Obviously this new segmentation will affect our approach in communication - verbally and visually.”*

Repositioning in digital marketing communication is done by marketing that was previously done using English, changed to Indonesian. Marketing content created based on local market segmentation.

#### 4.4 Activation

Activation that Cular Creative generally does on Instagram by doing Giveaway. These giveaways are usually done with the brand itself or in collaboration with other media. This is done to increase brand awareness for its clients, where there will be more awareness and engagement through online platforms.

*“Most-common activation on Instagram is the Giveaway from the brands itself, or by collaborating with other media. This effort attracts more awareness and engagement through online platforms.”*

#### 4.5 Collaboration

Collaboration is done by Cular Creative as one of the marketing digital communication strategies with brands, influencers, and communities in Bali, either those who visit Bali or those who live in Bali. This is done with the aim that more people show empathy and can remember these brands or clients. In this strategy, offline promotions and activations are also carried out.

*“Collaboration between brands, influencers, and communities in Bali brings fresh air during the pandemic. people show more empathy and remember these brands. Promotion dan offline activation also.”*

Then, there is J-COLL, a fashion business that is small-scale business. J-COLL has one strategy not used by other sources: Events.

#### 4.6 Events

Participating or joining events is also one of the source's marketing strategies, whether it is an online event or an on-site. The following event was organized by Beachwalk, one of the most popular malls in Bali, which is held online and on-site every

month. This event is equipped with singers and brings in various tourists who still live in Bali and the local community.

*“We also often join weekly events held by Beachwalk. This is also very helpful because Beachwalk has a wide audience, so our brand is getting recognized, and eventually, we have many customers.”*

Participating in events is also a strategy that is considered one of the successful strategies that help sources. This strategy is similar to collaboration, which helps companies to be known by many people. This strategy also increases brand awareness and becomes the entrance for the company to have many new customers with the audience of the event organizer.

In addition, some strategies are only used in two sources with different scales but engaged in the same field, namely fashion. Coral Bloom and J-COLL have the same strategy, namely the "Strikethrough Price System."

#### 4.7 Strikethrough Price System

The strikethrough price system is a marketing trick often done by companies selling products. For the source, this strategy is also a strategy that helps to sell the source's products both online through e-commerce, such as shopee and tokopedia, and offline in stores. What is meant by the strikethrough system is that the product is made to appear as if it has a higher price, then crossed out or discounted to a low price, where the price that has been discounted is the original price.

*“We use shopee and tokopedia. Now, we like to use the strikethrough system trick, so we increase the price and discount it.”*

Then, the following strategy is used by almost all interviewed sources: Aston Denpasar, Bali Animal Care, Coral Bloom, J-COLL, and Dapur Mama Ina.

#### 4.8 Digital Marketing via Instagram

Almost all sources interviewed by researchers use Instagram as a digital marketing tool. Digital Marketing is done by utilizing Instagram TV, Instagram Reels, Instagram Story, and usual posts on Instagram and supported by attractive content design to attract the audience's attention.

"We use Instagram, with the help of Instagram ads, Instagram reels, and also take advantage of Instagram's features in stories such as question boxes, and so on. And we do that with the help of interesting and eye-catching post designs."

4.9 Digital Marketing via Facebook

Like Instagram, Facebook is also used by the sources as a digital marketing tool. Digital Marketing Communication done by sources on Facebook is by posting exciting posts and using Facebook Ads, while some choose to utilize Facebook Groups and Facebook Market.

"In addition, we also take advantage of Facebook groups. This is also quite helpful by sharing our posts to groups of the same genre as our posts."

However, one source said that Facebook is less effective than Instagram due to the facilities provides by the apps. Then the supporting applications used by several sources are Aston Denpasar as a hotel with a large business scale, Siana Guesthouse as a Guest House, and Coral Bloom with a medium business scale.

4.10 Online Applications

The current digital age has created various applications according to their respective fields, so the sources also utilize these applications according to their business categories. Aston Denpasar, Siana Guesthouse as a place to stay uses Mamikos, Traveloka, Pegipegi, agoda, booking.com, tiket.com. Then, F&B Aston Denpasar also uses Travelokaeats, GO-FOOD (GO-JEK), and Grab-Food. Coral Bloom, as a Clothing Brand, uses Shopee and Tokopedia.

"Now we only rely on digital, if for us guesthouses like this, we only join mamikos, Traveloka, tiket.com."

"For marcomms, the cooperation is also with Online Travel Agent with Traveloka, tiket.com, Pegipegi, Agoda, well that"

In today's digital age, where people have become familiar with digital. Everything is done instantly and quickly through digital. Supporting applications such as Mamikos, GO-JEK, Travelokaeats, Shopee, Tokopedia, and others are used by sources based on their business categories as a digital marketing communication strategy.

"More from mamikos for those who want to stay longer, but if it is just for a day or week, it is usually from Traveloka."

Then, for Shopee and Tokopedia as e-commerce, more buyers buy via e-commerce because it is considered more secure than buying from social media such as Instagram and Facebook.

For travelokaeats and GO-FOOD (GO-JEK) for Food & Beverage from Aston Denpasar are said to be crowded when entering the flash-sale period during the weekend, but for the most part, it has not been able to boost well.

"Well, this weekend, we use flash sales because it is crowded, so we have to be able to cut prices even more."

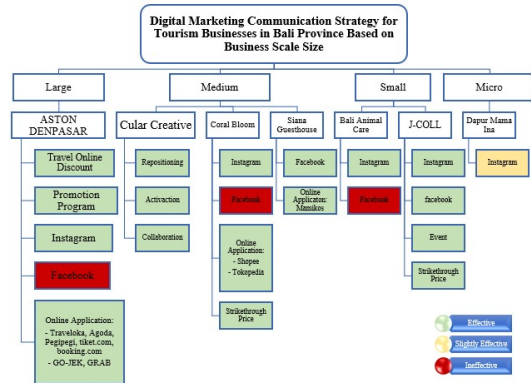


Figure 1 Results Digital Marketing Strategy on Tourism Business Scale in Bali

For this reason, it can be seen that this study found that the digital marketing strategies carried out varied based on the scale of each business. Large-scale businesses use Travel Online Program, Promotion Program, Instagram, Facebook, and Online Application as their digital marketing strategies. Medium-sized businesses use Repositioning, Activation, Collaboration, Instagram, Facebook, Online Application, and Strikethrough Price. Small businesses use Instagram, Facebook, Online Application, and Strikethrough Price. Then, businesses with a small business scale only use Instagram.

However, it can be seen here that there are similarities in the strategies carried out, namely all sizes of businesses using social media such as Instagram as digital marketing.

## 5. CONCLUSION

The island of Bali has managed to hook thousands of tourists with its beauty, opening up great opportunities for business people to do business there, ranging from small to large businesses. Hence, the business competition there is so tight. Marketing strategy is one of the most important points in competition between businesses.

This study found differences in marketing strategies carried out by each size of the business scale. Large companies use digital marketing travel online discount strategies, promotion programs, digital marketing through Instagram and Facebook, and the use of supporting applications. Then, medium-sized companies do repositioning, activation, collaboration, and digital marketing through Facebook and Instagram, using supporting applications such as Mamikos, Shopee, Tokopedia, and the strikethrough system. Companies of small sizes do digital marketing through Instagram and Facebook, participate in online and offline events, and have a strikethrough system. And companies with micro company sizes, Dapur Mama Ina, only use Instagram.

Some differences in digital marketing strategies carried out are that the mainstay marketing strategy of large-scale businesses is to collaborate with other large companies. Likewise, businesses with medium scale sizes also have a marketing strategy by working together, but businesses with this scale size prefer to work with people. And businesses with small to micro scale sizes prefer to rely on their own business without working with companies or other people, such as only using marketing through social media. So, differences in the size of the business scale also affect the marketing strategy carried out by a business.

However, this is not the only difference. These four business sizes also have similar marketing strategies, which both utilize social media as a marketing tool.

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