

THE IMPLEMENTATION DIGITAL MARKETING IN PROMOTING JATILUWIH TOURIST VILLAGE

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Abstract

This research examines the implementation of digital marketing in promoting Jatiluwih tourist village. Data collection through observation, in-depth interviews with managers, and literature study using quantitative descriptive analysis. The sample is set as many as 75 people. The results showed that tourists know the existence of tourist villages through online media by 76.00% and offline by 24.00%. In detail, it is stated that from 76.00% of the use of online media, tourists stated that they chose tourist villages through information from social media by 52.00%, websites by 10.67%, search engines 2.67%, e-marketing 4.00%, and online advertising by 6.67%. This condition is proof that the implementation of digital marketing in marketing the Jatiluwih tourist village has proven to be able to have a positive impact on introducing and promoting the existence of a tourist village. It is hoped that in the future the management of the tourist village can use digital marketing media effectively in promoting the tourist village so that it is sustainable.

Keywords: implementation, digital marketing, promoting, tourist village

1. INTRODUCTION

Bali tourism has its own characteristics in the form of unique Balinese culture which has more value compared to other tourist destinations in Indonesia and even the world ([Mardika, 2021](#)). The Provincial Government of Bali continues to strive to preserve Balinese culture by encouraging the development of community-based tourism. Community-based tourism implies that tourism development is responsive to tourist interests and there is direct involvement of the local community while still emphasizing efforts to protect the environment and management that is long-term oriented and fulfills economic, social and cultural aspects ([Nugraha & Darmawan, 2021](#)).

In developing tourism, it is obligatory to consider the integrity and sustainability of ecology, biodiversity, culture and local community life systems so that they can be sustainable ([Nala, et al., 2021](#)). For this reason, the development of rural tourism should support community-based sustainable tourism. All the attention needed is related to

community-based tourism which is very closely related to tourist villages. The tourist village has been proclaimed by the Balinese government as a sustainable community-based tourism concept because it involves all the surrounding communities.

In general, local people are very enthusiastic about supporting tourism development in their village. This enthusiasm needs to be followed up so that the community can feel the impact of tourism development in the village. It is hoped that through the development of green tourism-based tourist villages, the community will benefit as much as possible from the development of tourist villages considering that tourist village managers are still not able to attract tourist visits optimally. The study results of several researchers stated that the development of tourist destinations can improve the economy of the local community (Alavalapati & Adamowicz (2000); Agarwal (2012); Suasapha & Paturusi (2015); Oka, et.al., (2021). The community is basically very enthusiastic about supporting the development of their village towards a tourist village based on nature and culture, moreover what is offered to tourists is the nature of terraced rice fields which is an attraction that already exists in the village. Related to this, now the local community continues to improve in preparing integrated steps in managing and developing rural tourism according to their potential.

Now the village government, starting from tourism awareness groups in each village, is starting to see opportunities to improve the welfare of its people by developing the attractiveness of tourist villages. One of the tourism awareness groups that wants to explore and develop the potential of a tourist village is the tourism attraction management group for Jatiluwih Village, Tabanan. Jatiluwih Village has several unique potentials, namely natural tourism in the form of exotic stretches of terraced rice fields for tourists to jog, adventure tourism, cultural tourism, and culinary tourism. Jatiluwih Village is one of the well-known tourist villages in foreign countries. This village is famous for its agricultural tourism potential or known as cultural heritage such as a model system for irrigation in rice fields (subak system),

It is understood that Jatiluwih tourist village is included in the category of tourist village that has developed, however, the management of the tourist village continues to improve to increase tourist visits to the village, especially in the field of marketing. The management of the tourist village stated that the local government did not yet have a comprehensive plan regarding the promotion model being carried out. In addition, the managers of local tourist attractions also stated that they did not know the right marketing model to apply in marketing tourist villages, limited promotional funds and lack of support from academics in providing the best promotional solutions that needed to be prioritized so that the level of tourist visits to tourist villages was not optimal.

On the other hand, they are also aware that the uniqueness and potential of a tourist village will not be widely known by tourists without a clear and appropriate marketing concept. This is in line with the results of the study Mataram, et.al., (2019) which states that the implementation of online media has not been optimal in marketing tourist destinations, where the portion of the characteristics of online promotional media used by tourists in choosing destinations is Google by 19%, Detiktravel by 3% from Kompas travel 3% and Instagram by 3%. Therefore, marketing is an important factor in the success of promoting a tourist village. The importance of digitalization investment is recognized by tourist village managers in the development of tourist villages. Having technology as the main source for innovating business models is becoming more popular in the digital era. Tohanean, et.al., (2018) mentioned that information technology trends force businesses to be agile in implementing new, innovative business models, followed by challenges that need to be understood and adjusted based on business strategies and market demands.

Jatiluwih tourist village managers realize that the application of digital marketing has an important role in increasing the number of tourist visits. The implementation of digital marketing has been carried out by the management but has not been carried out professionally. The problem faced is that they do not know the right type and marketing

strategy to apply in promoting tourist villages. So far, they tend to rely on word of mouth (WoM) marketing so that the number of tourists who come is less than optimal. For this reason, it is very urgent to study the implementation of the role of digital marketing in marketing this tourist village. It is hoped that the research results obtained can contribute to managers in marketing the potential of tourist villages so that they can be sustainable

2. RESEARCH METHODS

This study uses qualitative and quantitative data. The research was conducted in the tourist village of Jatiluwih. Data collection was carried out through observation, in-depth interviews, and literature study. The informant's opinion data was taken from community leaders, managers, and employees of the tourist village. Key informants were determined using a purposive sampling method through in-depth interviews. This data is compared with tourist perceptions of the implementation of digital marketing in tourist village marketing.

To obtain data on tourist perceptions in selecting tourist villages to visit, a number of questionnaires were distributed. Questionnaires were distributed using the accidental sampling method for tourists who were found in tourist villages and a quota of 75 respondents. Determination of the number of samples refers to opinion Solimun (2002) which reveals that a sample that is feasible to examine in testing public opinion is at least 5-10 times the number of variables. The number of variables in this study were 15 variables. To examine tourist perceptions of the implementation of digital marketing in tourist villages, quantitative descriptive uses a Likert scale.

The research design is limited to explaining the implementation of digital marketing in tourist villages qualitatively and using tourist assessments, using a combined analysis of both qualitative and quantitative. Respondents filled out a questionnaire, which contained an assessment of the perceptions of the 5 digital marketing components referring to opinions Wati, et.al, (2020), by giving a score of 1 to 5, then analyzed using a Likert scale. Kusmayadi & Sugiarto (2000) states that the Likert scale is a tool for measuring respondents' opinions which are measured from a very positive to very negative level, to indicate their level of agreement or disagreement with the statements outlined in the questionnaire. The measurement results were analyzed using a scale of 4.20-5.00 (very good), 3.40-4.19 (good), 2.60-3.39 (fair), 1.80-2.59 (less), 1.00-1.79 (very less). It is hoped that this measurement can comprehensively reveal tourist perceptions of the implementation of digital marketing in tourist villages.

3. RESULTS AND DISCUSSION

Digital marketing is a general term for the targeted, measurable and interactive marketing of goods or services using digital technology. The main goal of digital marketing is to promote tourist destination brands, shape preferences and increase sales traffic through several digital marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing is actually almost similar to marketing in general, but the difference is the implementation of the tools used in tourist village marketing.

a. Characteristics of Respondents

Before discussing the implementation of digital marketing in marketing applied in Jatiluwih village, it is first discussed about the characteristics of the sample used in the study. The existence of the characteristics of the respondents in this study was viewed from 3 criteria, namely: criteria for occupational group, age, and education (Table 1). Based on the occupational group of respondents who provided an assessment of the implementation of digital marketing in tourist villages, they were dominantly working as students at

38.67%, followed as private employees 21.33%, as well as entrepreneurs 20.00%, civil servants 17.33%. This shows that students and students are dominantly traveling to tourist villages compared to other professions.

Furthermore, judging from the age group, people who provide an assessment of the implementation of digital marketing in tourist villages are dominantly aged <25 years (32.00%), followed by the age group of 25-34 years (25.33%), and the age group of 35-44 years (18.67%). This shows that young tourists have started to like refreshing to the countryside in order to get rid of boredom from the routine in the city.

Table 1 . Characteristics of Respondents

| No. | Criteria | Frequency | % |
|-------|------------|--------------------|--------|
| 1 | Occupation | Farmer | 2,67 |
| | | Employee | 20,00 |
| | | Businessman | 21,33 |
| | | Civil servants | 17,33 |
| | | Students | 38,67 |
| Total | | 75 | 100,00 |
| 2 | Age | <25 years | 32,00 |
| | | 25-34 years | 25,33 |
| | | 35-44 years | 18,67 |
| | | 45-54 years | 14,67 |
| | | ≥ 55 years | 9,33 |
| Total | | 75 | 100,00 |
| 3 | Education | Junior High School | 5,33 |
| | | Senior High School | 32,00 |
| | | Diploma D1-D3 | 34,67 |
| | | Bachelor | 16,00 |
| | | Master/Doctor | 12,00 |
| Total | | 75 | 100,00 |

b. Validity and Reliability Test

Through validity and reliability tests it is hoped that they can be used statistically so that they can measure variables in a valid and reliable manner. In the early stages of testing the questionnaire instrument was carried out on 30 respondents, referring to opinions Sugiyono (2014: 207) which states that in the external validity test the number of samples tested was around 30 people. The results of this validity test indicate that the 15 questions from each variable indicator outlined in the questionnaire are valid because the value of r count is > 0.30. Furthermore, it is stated that if the correlation of each indicator is positive and the magnitude is > 0.3 then this factor is a strong construct or the instrument has good construction validity. The validity test was carried out using the SPSS program for each statement item in the questionnaire which was classified into 5 types, namely: websites, social media, search engines, email marketing, and online advertising.

Reliability test shows the extent to which a measurement can give results that are not different when the measurement is carried out again on the same subject. The reliability test used is for one-time data collection and for analyzing questionnaires whose scale is between 0 and 1 using the Cronbach alpha formula, where an instrument is said to be reliable with a significant level at Cronbach alpha values > 0.6 (Simamora, 2001: 77).

Tests were conducted on the 5 types of digital marketing, namely: websites, social media, search engines, email marketing, and online advertising. This type of digital marketing website consists of 4 statement items, namely: tourists know the existence of a tourist village through the website (x1), media websites provide valid information to tourists (x2), and marketing through the website is very efficient because it can save costs and time (x3). Types of digital marketing through social media, including: tourists know the

existence of tourist villages through social media (x4); social media provides valid information to tourists (x5), and marketing through social media is very efficient because it can save costs and time (x6). Types of digital marketing search engines consist of: tourists know the existence of tourist villages through search engines (x7); search engines provide valid information to tourists (x8), and marketing through search engines is very efficient because it can save costs and time (x9). Types of email marketing consist of: tourists find out about the existence of tourist villages through email marketing (x10); email marketing provides valid information to tourists (x11), and marketing via email marketing is very efficient because it can save costs and time (x12). Types of marketing through online advertising consist of: tourists know the existence of tourist villages through online advertising (x13), online advertising provides valid information to tourists (x14), and marketing through online advertising is very efficient because it can save costs and time (x15)

The 5 types of digital marketing, each of which is represented by the 3 statement items above, produce a significance level of 0.978, which means that the questionnaire is reliable to be used as a research instrument. Based on the results of the validity and reliability tests, it can be concluded that the research instrument used has validity because it is able to produce good moment products and has reliability because its value is relatively consistent, which is >0.60. With the fulfillment of the results of validity and reliability, this research still uses the instrument in the form of a questionnaire.

Answer according to their respective understanding. The results of all frequency data and analysis of all items are described verbally narratively in the interpretation of each of the following dimensions:

c. Rating of Tourist Perception

Tourist perceptions of the implementation of digital marketing in tourist villages refer to opinions Wati, et.al., (2020). What distinguishes digital marketing elements is divided into 5 types, namely: (a) websites, (b) social media, (c) search engines, (d) email marketing, and (e) online advertising. In promoting tourist villages, it is necessary to select the types of digital marketing that are right on target so that potential consumers are interested in choosing the destinations offered. There are several advantages to marketing using digital marketing, namely: using digital media in marketing to become a promotional medium that is easy to access at any time, so it can respond to requests for searchers (accessors) for 24 hours; provide valid information to customers who want to know about products or services; and very efficient because it saves marketing costs and time

Assessment of tourists' perceptions of the use of digital marketing by the management of the Jatiluwih tourist village uses a Likert scale with the initial step of giving a score by converting strongly agree = 5, agree = 4, fair = 3, less agree = 2, and disagree = 1. The rating of tourists regarding the implementation of digital marketing in tourist villages, as shown in Table 2 below

Table 2. Rating of Tourists Perception on Digital Marketing in Tourist Villages

| Var | Indicators | Options | | | | | Σ | Ave- rage | Crite- ria |
|-------------|---|---------|----|----|----|---|-----|--------------|---------------|
| | | 5 | 4 | 3 | 2 | 1 | | | |
| Web site | Tourists know the existence of tourist villages through the website | 85 | 96 | 69 | 18 | 2 | 270 | 3,60 | Good |
| | Media websites provide valid information to tourists | 95 | 92 | 63 | 22 | 1 | 273 | 3,64 | Good |
| | Promoting through the website is very efficient | 75 | 92 | 81 | 16 | 2 | 266 | 3,55 | Good |

| | | | | | | | | | | |
|--------------------|---|-----|-----|----|----|----|-----|------|-----------|--|
| | because it can save costs and time | | | | | | | | | |
| Social Media | Tourists know the existence of tourist villages through social media | 165 | 140 | 12 | 4 | 1 | 322 | 4,29 | Very good | |
| | Social media provides valid information to tourists | 175 | 128 | 15 | 6 | 0 | 324 | 4,32 | Very good | |
| | Promoting through social media is very efficient because it can save costs and time | 200 | 108 | 15 | 6 | 0 | 329 | 4,39 | Very good | |
| Search Engine | Tourists know the existence of tourist villages through search engines | 60 | 76 | 66 | 24 | 10 | 236 | 3,15 | Fair | |
| | Search engines provide valid information to tourists | 45 | 76 | 69 | 28 | 10 | 228 | 3,04 | Fair | |
| | Promoting through search engines is very efficient and can save costs and time | 55 | 76 | 72 | 24 | 9 | 236 | 3,15 | Fair | |
| Email Marketing | Tourists know the existence of tourist villages through email marketing | 75 | 60 | 51 | 26 | 15 | 227 | 3,03 | Fair | |
| | Email marketing provides valid information to travelers | 75 | 60 | 51 | 26 | 15 | 227 | 3,03 | Fair | |
| | Promoting via email marketing is very efficient because it can save costs and time | 60 | 68 | 54 | 30 | 13 | 225 | 3,00 | Fair | |
| Online Advertising | Tourists find out about the existence of tourist villages through online advertising | 135 | 124 | 33 | 10 | 1 | 303 | 4,04 | Good | |
| | Online advertising provides valid information to tourists | 155 | 128 | 18 | 8 | 2 | 311 | 4,15 | Good | |
| | Promoting through online advertising is very efficient because it can save costs and time | 165 | 100 | 27 | 6 | 5 | 303 | 4,04 | Good | |

d. Media Website

The website is a digital marketing medium that has been put to good use by tourists in choosing the Jatiluwih tourist village. This is supported by the cross-tabulation of tourist opinions (Table 2) which states that the level of tourist perception of the variable indicators tourists know about the existence of tourist villages through websites is 3.60 (good), media websites provide valid information to tourists 3.64 (good), and marketing through the website is very efficient because it can save costs and time 3.65 (good). This means according to tourists that the implementation of website promotions in tourist villages is good, but still needs to be improved in order to be able to improve the image of tourist villages in the future. This was confirmed by local community leaders (Nengah Kartika; I Gede Alit) who basically stated that the implementation of the website in the tourist village was able to promote the existence of the Jatiluwih tourist village even though the results were not optimal. It is realized that the importance of understanding the manager in carrying out promotions with a marketing mix that uses technology will facilitate promotion at a low cost so it can be sustainable (Rofi'i, et.al., 2019).

In the development of sustainable tourism it is aimed at developing local potential originating from nature, socio-culture or the economy in order to contribute to local government, as well as improve people's welfare. Alavalapati & Adamowicz (2000); Reid, et.al., (2004); (Gelbman & Timothy (2011); and Nunkoo, et.al., (2012) mentioned that in tourism development it is necessary to develop a balance model between economic, environmental, socio-cultural benefits, and community empowerment. Oka, et.al., (2022) also mentioned that tourism development is able to have positive implications for the economic, social and cultural life of people in tourist villages. For this reason, in an effort to empower the community, the most important thing that needs to be socialized from the start is that tourism activities apart from having a positive impact on local communities must also make a direct contribution to environmental conservation.

e. Social Media

Social media marketing is marketing using social media sites to increase visibility on the internet and to promote tourism products. Social media sites are useful for building social and business networks. Through social media, it can be a bridge to exchange ideas, knowledge, and even communication between users in choosing Jatiluwih tourist village. This is supported by cross-tabulations of tourists' opinions (Table 2) which states that marketing variables through social media include: tourists know the existence of tourist villages through social media of 4.29 (very good); social media provides valid information to tourists 4.32 (very good), and marketing through social media is very efficient because it can save costs and time 4.39 (very good). The same thing was also expressed by informants Gede Alit (deputy manager of Jatiluwih tourist destination); and I Nengah Wirata (manager of Yeh Baat Villa & Restaurant) who stated that basically the implementation of marketing through social media in the village can promote the existence of a tourist village while increasing tourist visits to the village. It is understood that digital transformation has facilitated the transition towards green tourism or green tourism (Liu & Marcerinskiene, 2016). In general, green tourism means friendly attitudes of tourists towards the environment or providing tourism services that are friendly to the environment (Furqan, et.al., 2010) ; Winia, et.al., 2019).

f. Search Engine.

Search engine is a type of website that specifically collects a list of websites that can be found on the internet in a data base which then displays an index list based on the keywords or keywords searched for by the user. Utilization of search engines is also less attention from tourists. This refers to the cross-tabulation of tourists' opinions (Table 2) on the implementation of search engines in tourist villages stating that the level of their perception of the variable indicators of tourists knowing the existence of tourist villages through search engines is 3.15 (fair); search engines provide valid information to tourists 3.04 (fair), and marketing through search engines is very efficient because it can save costs and time 3.15 (fair). This is in line with the opinion of informants, Nengah Sutirtayasa (Jatiluwih destination manager) who stated that implementation still needs to be encouraged in an effort to promote tourist villages in the future. Apart from implementing this media, an approach by empowering all pentahelic actors is also important in developing a tourist village so that it can be sustainable (Ruliyani, et.al., (2021); Pugra, et.al., (2022); Darmayanti, et.al., (2020). In their research it was stated that in the development of tourist destinations it is necessary to involve pentahelic actors so that all these components work together in promoting the existence of tourist villages.

g. Email Marketing

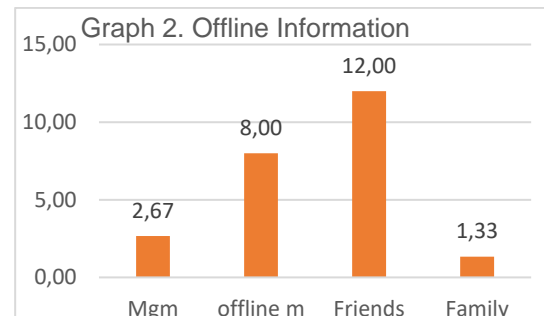
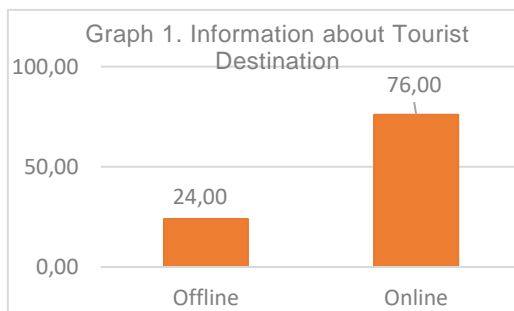
Email marketing is an act or activity of sending commercial messages such as promotions, product offers, discounts, membership offers and so on to a group of people using email media. The results of the cross-tabulation analysis of local community perceptions (Table 2) show that the level of tourist perceptions of the email marketing factor is quite positive. This is supported by the opinion of tourists who state that tourists know the existence of tourist villages through email marketing 3.03 (fair); email marketing provides valid information to tourists 3.03 (fair), and marketing via email marketing is very efficient because it can save costs and time 3.00 (fair). Utilizing email for marketing is one of the most effective and inexpensive marketing strategies. Even so, email marketing should not be sent carelessly and continuously (Nata, 2017). Before sending a product promotion email, it would be better if the marketing department finds out interests and some important information related to tourists.

h. Online Advertising

This type of digital marketing is almost the same as other types of advertising, namely utilizing the YouTube platform or other media. However, to take advantage of this online advertising medium, it is necessary to prepare promotional funds in advance. The advantage of online advertising is that tourism actors can target consumers who will be broadcast. The results of the cross-tabulation analysis of tourist perceptions (Table 2) show that the level of tourist perceptions of the email marketing factor is quite positive. This is supported by the opinion of tourists who state that tourists know the existence of tourist villages through online advertisements 4.04 (good); online advertising provides valid information to tourists 4.15 (good), and marketing through online advertising is very efficient because it can save costs and time 4.04 (good).

This is in line with opinion Budiasih (2017) which mentions that digital tools such as; facebook, instagram, twitter, can facilitate the prevalence of information about the dimensions of sustainable and planned tourist village development. Tourism development that is carried out in a planned manner means that in planning a tourist destination development it is carried out with the aim of reducing the negative impacts and maximizing the positive impacts of tourism, maximizing economic returns and making destinations more attractive and competitive (Hall, 2008), Darmayanti, et.al., (2022). Planning is the first step in implementation which leads to an environmental planning approach, a sustainability approach and a community approach. Thus it can be concluded that the development of tourist destinations can occur with planning. Destination development is carried out with planning capable of considering impacts from an economic, social, cultural and environmental perspective. One of them is implementing community-based development so that people feel the benefits of tourism development in their village.

Next, the results of data processing are described related to how tourists obtain information about the existence of tourist villages (Graph 1). This table shows that in general tourists get information about the existence of tourist villages online by 76.00% while through offline by 24.00%.



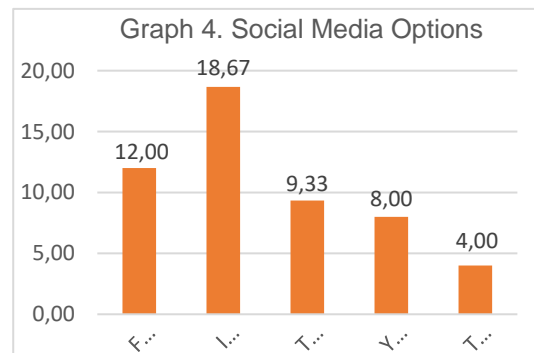
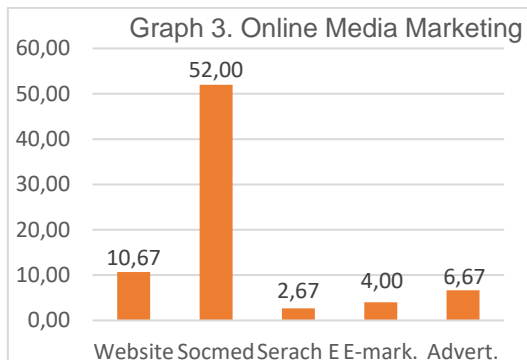
Based on the data from Graph 1, it shows that future marketing trends should be more directed towards online marketing. Unlike offline (conventional) forms of marketing, digital marketing which utilizes the internet as its driving force has the advantage of expanding marketing reach. By using digital technology, tourist village managers can transcend boundaries of geography and time zones. Therefore apart from the internet as the axis, as a tourist village manager it is also important to have a clear marketing strategy to help marketers stay focused, ensure that marketing activities are aligned with business goals and most importantly ensure that marketers/managers can target consumers correctly.

Related to this, now tourist village managers are starting to realize the importance of online marketing and consider it necessary to invest in digital tools as a long-term partnership. Several researchers have reported a significant contribution regarding digital services as a key tool for enhancing sustainable operations in tourism. Besides that, the importance of using innovation and technology in the development of new products or services in the tourism sector (Huang, et.al., 2009); William & Shaw (2022); Rusu (2016); Bigne & Decrop (2019); Souto (2020).

For tourists, obtaining information about the existence of tourist villages offline (Graph 2), states that they are dominantly aware of the existence of tourist villages because they receive information from friends at 12.00%, then successively followed by information from print media (8.00%), information from manager (2.67%), and information from family by 1.33%.

Graph 2. shows that the management of the Jatiluwih tourist village still needs to maintain the unique "cultural heritage image" of the tourist village. Considering that there are still tourists visiting tourist villages through direct information from friends, print media, or from family information. Word of mouth marketing still needs to be addressed wisely by the manager so that in the future tourist visits can be increased, in addition to utilizing digital marketing which must be carried out by the tourist village manager.

For tourists, obtaining information about the existence of tourist villages online (Graph 3), states that they are dominantly aware of the existence of tourist villages because they receive information from social media by 52.00%, then successively followed by information from websites (10.67%), and information from advertisements online made by the manager of 6.67%.



For adoption to digital marketing, it is important for marketers to understand the development of digital markets, and how technology greatly influences business development to enhance brands and bring in customers or consumers. The more target markets use technology, the easier it is for marketers to research, evaluate, analyze a service offered. This shows that in adopting future marketing, the management of the Jatiluwih tourist village prefers to use social media in carrying out a tourist village promotion strategy model.

Sotiriadis (2020)) mentions the key concept for formulating an appropriate marketing strategy model is identifying the characteristics of the marketing mix that has now developed into 7P (product price, place, promotion, people, physical evidence, and process) and aligning them with digital content. The development of an appropriate and fast marketing strategy model cannot be separated from digital transformation which is the forerunner to the emergence of marketing 4.0 which is currently a development trend, especially in the tourism industry (Kotler, et.al., 2016; Oka & Darmayanti, 2024). Collaboration between digitalization strategies in tourism marketing is expected to be able to encourage tourism growth going forward. Fauzia, et.al., (2022) mentioned that the digital narrative text platform also enables the rapid and massive dissemination of information so that it can reach all groups. This strategy is an effective promotional tool to introduce archipelago tourism which is rich in tradition and culture.

For tourists who obtain information about the existence of tourist villages online through social media (Graph 4), they state that the dominant knowledge of the existence of tourist villages is because they have received information on Instagram social media by 18.67%, then successively followed by information from Facebook (12.00%), and information from twitter by 9.33%, youtube by 8.00%, and tiktok by 4.00%.

Based on Graph 4, in promoting Jatiluwih tourist village in the future, the manager needs to prioritize marketing village tourism through the use of Instagram media to attract tourist visits to the tourist village. The management of the tourist village needs to implement a digital marketing strategy because without the use of technology there will be lost opportunities and even sustainable business in the future. Digital marketing strategies will help marketers to analyze consumers and make decisions based on information obtained from consumers directly. So that the tourist village manager can ensure that the strategies implemented are relevant to the business they are running (Hanggraito, et.al., 2020). The marketing strategy will be an important stage in the sustainability of the company, one of which is in the tourism business going forward, to guide, package and sell with more effective value. Competitive and competitive marketing strategy models are expected to be able to develop tourism destinations so they can survive in competition (Pratiwi, et.al., 2020).

The involvement of the government, academia, the media and the private sector in tourism development is only limited to facilitating and motivating the community as the main actors in the development of tourist villages to be able to understand more about natural and cultural phenomena, as well as determine the quality of tourism products owned by the village. Related to the above, the involvement of the government, the private sector and the community in the development of tourist villages will bring demands for community participation. This of course needs to foster a common perception of all pentahelix actors and provide the widest possible space for the community as the main actors in the development of tourist villages.

4. CONCLUSION

Based on the results of the discussion above, it can be concluded that digital marketing plays an important role in marketing the Jatiluwih tourist village. This is evidenced by the opinions of tourists who state that they know the existence of this tourist village through online media by 76.00% and offline by 24.00%. Based on the 5 digital marketing elements studied in this study, including websites, social media, search engines, email marketing, and online advertising, the use of digital marketing media that is most in demand by tourists in choosing a tourist village is social media marketing. They stated that the implementation of digital marketing was very effective in determining the choice of tourists to choose a tourist village. In detail, it was stated that from 76.00% of the use of online media they stated that they received village tourism information through social media by 52.00%, websites by 8.00%, online advertising by 2.67%, e-marketing by 4.00%, and search engine by 2.67%. This condition is proof that the implementation of digital marketing in promoting the Jatiluwih tourist village has been proven to be able to have a positive impact on introducing and promoting the existence of a tourist village. It is suggested to the management of the tourist village to use digital marketing media effectively in promoting the tourist village in the future so as to be able to attract the number of tourist visits to the tourist village. In addition, the manager is also advised to prioritize the use of social media marketing in promoting the existence of a tourist village in accordance with the media trends used by tourists in choosing a tourist village.

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