

## Digital Marketing Design to Increase Tourism Visit and Maintain the City Image

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**Abstract.** In 2020, the advance technology of business activity has come to the phase where the promotion is in a form of digital marketing. The use of digital marketing is very popular in the several industries such as service and tourism since it can help increasing tourism visit and maintain the image. Tasikmalaya Oktober Festival is an annual event held by Tasikmalaya Government to attract tourism visit and maintaining the new image of Tasikmalaya. The promotion activities conducted by digital marketing however a good design of digital marketing has not been drawn. Thus, this research is descriptive qualitative research involving the implementation of digital marketing conducted by the City Government of Tasikmalaya and the Department of Tourism, Youth and Sports through Tasik Oktober Festival event. Data collection techniques were literature study and interviews with the organizers of Tasik Oktober Festival event. The data were then analyzed descriptively using data triangulation techniques. This research found that a design of digital marketing for Tasikmalaya Oktober Festival consists of quality website, strong social media presence, engaging content and mobile-friendly. This design of digital marketing effectively transfers the objective of the promotion to the customer. It is because there is still a old consumer and new consumer meetings can occur a process when a digital brand awareness can be developed and product images can be built.

**Keyword.** City image; digital marketing; tourism visit

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### INTRODUCTION

The beginning of 2020 has been the year of the advance technology of business activity in all aspects or often also referred to the digitalization era. At this time, various activities such as financial management to marketing activities can be done digitally via the internet on several platforms such as social media. This is supported by the existence of a target market that has also been digitalized.

Indonesia was ranked 6th in 25 countries in the world with the most internet users which was 123 million users (Abram, 2019). The internet users who are also Indonesian digital consumers are in various ages ranging from adolescents, adults to elderly. The average time spent by consumers in Indonesia using the internet is 3 hours 23 minutes (Kominfo, 2019). The amount of time spent by Indonesian consumers is able to provide space for consumers to obtain various kinds of information, both about product knowledge, events, services, and other aspects of the marketing and what a brand wants to achieve.

Digital Marketing according to (Rihan, 2017: 1) is "an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, advertising displays, and any other digital mediums." Meanwhile according to García et al., (2019: 9) is "a technique to achieve sales in digital environments". As according to Ngai (2003) in Yazdanifard et al., (2013) digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both buyers and sellers. According to Saveria (2016) digital marketing is "a general term for the marketing activities of products or services that are targeted, measurable, and interactive products or by using digital technology to achieve and provide a direction for change for customers and maintain them". According to Wardhana (2012: 329) "digital marketing is a marketing activity including branding that uses various web-based media." So, it can be concluded

that digital marketing or digital marketing is an activity in marketing both a service and a product in a digital environment with the aim to promote, build, and perform services to consumers.

The advantage of doing digital marketing is that it covers a wider market such as tourism and brand image. Consumers who are in a digital environment are scattered in one city, country, or continent. With this broader market, more efficient time and energy are born. Manufacturer can be reduced and it also reduces external service costs, advertising costs, promotion costs, processing fees, interface design costs, and control costs. While consumers are given the opportunity to be able to provide responses from information delivered by a product virtually, and producers are able to provide faster and satisfying services. In addition, through digital or virtual brand awareness can be developed and product images can be built, this is because through digital media, old consumer and new consumer meetings can occur (Kaur, 2017); (Castro et al., 2017); (Koeswandi et al, 2019). According to Kaur (2017) digital marketing contains six characteristic, as follow:

### **Quality website**

Having a qualified website is a part of a good digital marketing. Website can help the consumers to keep up with the product daily. A qualified website with a good design can also trigger the costumers to do purchase decision. To add, it also provides the *servicescape* to trigger the costumers perceived what kind of image the brand will like to build. A qualified website to increase the tourism visit and maintain the image is included to: 1) have a variety of feature about product knowledge; 2) contain 'ask me' feature to ask for help or costumer service for complaining; and 3) memorable e-servicescaspe .

### **Strong social media presence**

Social media is also part of digital marketing. There are four the most popular social media in 2020 that is the most favorite to spend the costumer's leisure time with: Facebook, Instagram, Twitter and Youtube. A strong social media presence means that a social media of the brand: 1) is active and likely to share the product knowledge periodically; 2) is actively involved to several endorsement or campaign and viral marketing.

### **Search engine optimization**

On the search engine optimization, both on-page and off-page is important. Beside applying short keyword, a long keyword is also needed in the Search Engine Optimization (SEO).

### **Email marketing**

According to Kotler, P., Koller, K.L. (2008) in Kaur (2017:76) "the use of email marketing creates the opportunity to offer any potential interested guest to arrive at the right time at the minimum cost, and the results of such activities must be measurable, which creates a basis for decisions on future marketing activities.". An effective email marketing can also be a tool to maintain the loyal costumer and keep engaged with them in future repurchasement.

### **Engaging content**

Content is essential in digital marketing. They consist of having a concept that is in line with social, culture, and norm on where the costumers live, language engagement, and infographics.

### **Mobile-friendly**

What mobile friendly means is that all digital marketing tools needed in 2020 are in form of handy and mobile-friendly (not pc-friendly) since costumers these days are likely to be more effective and efficient in spending their time.

## **METHOD**

This research is descriptive qualitative research involving the implementation of digital marketing conducted by the City Government of Tasikmalaya and the Department of Tourism, Youth and Sports through the Tasik October Festival event. Data collection techniques were

literature study and interviews with the organizers of the Tasik Oktober Festival event. The data were then analyzed descriptively using data triangulation techniques.

## RESULTS AND DISCUSSION

Tasikmalaya City is one of the cities in West Java Province which for 3 years has built the image of the city. Tasikmalaya City Government and the Ministry of Tourism together have a program to redefine the image of the city of Tasikmalaya to become a halal food destination in the east. Some programs are implemented as a form of implementation, one of which is through the Tasik Oktober Festival program. Tasikmalaya October Festival (TOF) is an annual program which is held to coincide with the anniversary of Tasikmalaya City, participated by 75 Small Medium Enterprises of halal food business. In this festival, Tasik Halal Culinary Festival, Tasik Investment Expo & Conference (TIEC), Tasikmalaya Culture & Craft Festival, and Tasikmalaya Creative Festival (TCF) are held. Tasik Oktober 2020 implements the digital marketing according to Kaur, (2017).

### Website Quality

Tasik Oktober Festival is part of Tasikmalaya Youth, Sports and Tourism website with the link as follow: <http://disporabudpar.tasikmalayakota.go.id/>. The website is in the criteria of what is said by Kaur (2017) that it has a variety of feature about product knowledge, contains 'ask me' feature to ask for help or customer service for complaining, and create memorable e-servicescape. It is also linked to the social media such as twitter.

### Strong social media presence

Tasik Oktober Festival has Instagram, Twitter and Facebook account that uploads and shares content periodically. The social media presence is quite strong that many users left comment and put likes/loves on the posts. There are also communication built by the administrator to exchange the information or answer the question.

### Search Engine Optimization

In terms of SEO (Search Engine Optimization), Tasik Oktober Festival doesn't use this feature.

### Email Marketing

In terms of SEO (Search Engine Optimization), Tasik Oktober Festival doesn't use this feature.

### Engaging Content

In terms of engaging content, Tasik Oktober Festival's media socials consist of having a concept that is in line with social, culture, and norm of *East Parahyangan*. The language editor mostly mixes between Bahasa Indonesia and English to engage and catch more attention from the media social users.

### Mobile-friendly

In overall structure of digital marketing, Tasik Oktober Festival has applied a mobile-friendly form that provides the needs of consumers.

From all the analysis above, this research is in line with Kaur (2017) and Castro et al., (2017) who stated that through digital marketing, manufacturer can be reduced and it also reduces external service costs, advertising costs, promotion costs, processing fees, interface design costs, and control costs. While consumers are given the opportunity to be able to provide responses from information delivered by a product virtually, and producers are able to provide faster and satisfying services. In addition, through digital or virtual brand awareness can be developed and product images can be built, this is because through digital media, old consumer and new consumer meetings can occur.

After analyzing the digital marketing and how it affects to tourism increasement and city image, here is the design:



Figure 1. Digital Marketing Design to Increase Tourism Visit and City Image

## CONCLUSION

This research concludes that this research is in line with Kaur (2017), Castro et al., (2017) and Koeswandi et al, (2019) that through digital marketing, manufacturer can be reduced and it also reduce external service costs, advertising costs, promotion costs, processing fees, interface design costs, and control costs. While consumers are given the opportunity to be able to provide responses from information delivered by a product virtually and producers are able to provide faster and satisfying services. In addition, through digital or virtual brand awareness can be developed and product images can be built, this is because through digital media, old consumer and new consumer meetings can occur. For further research, it is recommended to find out the model of how the digital marketing affect tourism visit and city image.

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