



DIGITAL-BASED PROMOTION STRATEGY FOR INCREASING TOURISTS' INTEREST IN VISITING THE GLUGUR RIMBUN LIVESTOCK FARMING AREA

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Abstract:

The purpose of this research is to find out the right promotional strategy for introducing new tourist attractions to generate interest in visiting tourists to the Livestock Area of the Al Amin Science and Industrial Park (Living Lab) Glugur Rimbun Village Sampe Cita Kutalimbaru District Deli Serdang Regency. The research approach uses descriptive qualitative methods, namely literature study research methods sourced from previous research publications related to the title. The results of this study explain that the use of social media is the most dominant means of communication with consumers in the selection of digital-based promotional strategies.

Keywords: *Promotion Strategy, Visitor Interest, Glugur Rimbun Area.*

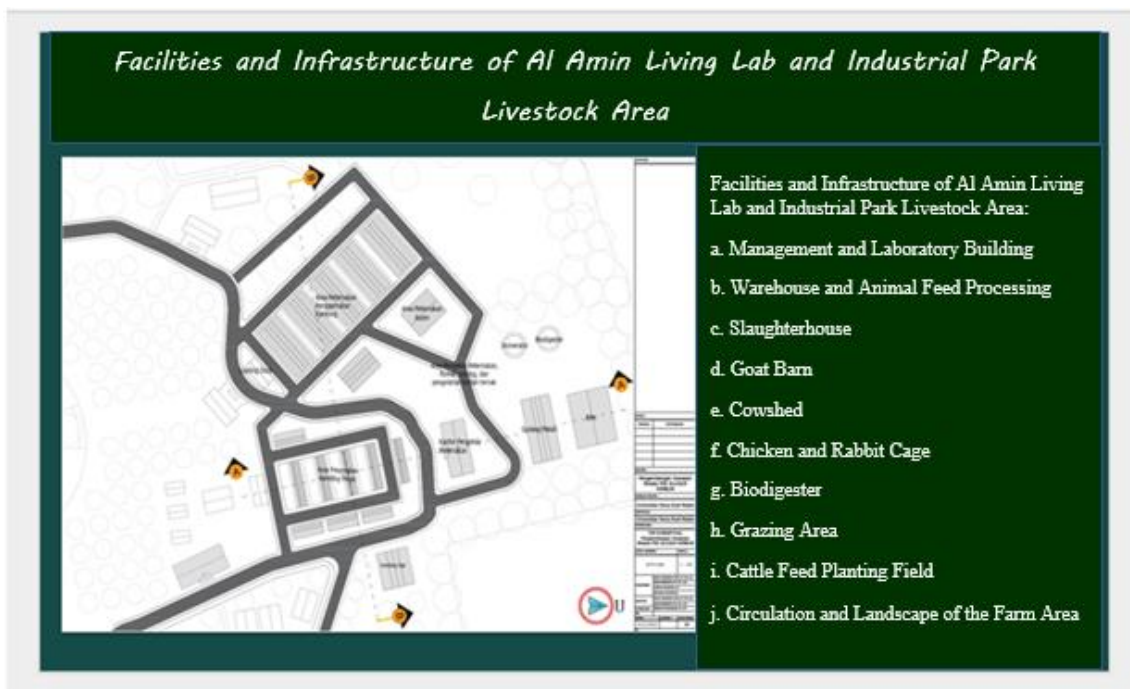
INTRODUCTION

We all need traveling, no matter who you are. The emergence of tourism is motivated by trips made from one place to another, and the fulfillment of travel must be fulfilled with different motivations and travel motives that are adjusted to the socio-cultural and economic levels of each. It can be said that the impact of tourism can increase the country's foreign exchange earnings, open and provide community employment which will automatically increase household income while providing welfare. Providing income for the local government, and stimulating the growth of several industries such as tourism itself, culinary, transportation, and so on.

Busy daily routines and activities certainly require high concentration so a person will easily get bored and need traveling activities to refresh their body and soul. Tourism and entertainment are very important human needs. Although traveling and entertainment are secondary needs, these activities are very helpful in alleviating and forgetting the problems of daily life. To fulfill the need to travel, there must be a tourist attraction that becomes a destination for doing these tourist activities. A tourist attraction is a place that becomes a destination for tourists to visit because it has resources, both natural and man-made resources, such as natural panoramas of mountains, flora and fauna, zoos, historic old buildings, inscriptions, temples, dances, and other community cultural attractions. Tourism objects provide their meaning for every tourist who visits them. This is because the views or assessments of each individual are different, meaning that one tourist with another tourist will have a different assessment of the tourist attraction.

Marketing is a series of activities and social processes that focus on introducing products or services produced by producers to certain market segments, offering each other due to individuals or groups needing something called a product in the form of goods or services, with the aim of making a profit and the way is always dynamic and in line with advances in information technology, which develops following the times. Marketing that is being used in the current era is using a digital promotion strategy. This marketing strategy or digital marketing strategy is something that cannot be separated in today's business world. Digital technology that is so binding to its users makes digital promotions to attract attention the spearhead of the business.

Al Amin Science and Industrial Park (Living Lab) Glugur Rimbun area is located in Sampe Cita Village, Kutalimbaru District, Deli Serdang Regency, is an area developed by the Panca Budi Development University Foundation to become one of the natural themed tourist areas that provides a different experience for tourists but must also be able to have another function, namely as an Eco Edu tourism place for the community. Where the community as visitors get a nuanced tourist experience of nature and at the same time get education from things seen in the area, especially the livestock area.



Source: Glugur Rimbun Team

Figure 1. Livestock Area of Glugur Rimbun Area

LITERATURE REVIEW

Marketing management is the art and science of selecting target market segments and acquiring, retaining, and adding customers by creating, delivering, and communicating superior customer value (Kotler and Keller, 2012). As in the current era, the ways to reach consumers are very diverse and one of the most dominant in this era is digital marketing, many sellers are more focused on marketing online through various marketplaces such as Shopee, Tokopedia, Lazada, and also social media services such as TikTok, Facebook, Instagram, and others.

According to Tjiptono (2017), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of

brands and companies. Simply put, promotion is a profitable offer that is usually carried out in marketing activities to introduce products to the wider community. In addition, promotion is an offer made by marketers to encourage and influence potential customers to be interested in their products. Without promotion, the product will be much more difficult to be recognized by potential consumers. This is because promotion has an important role if the company wants to increase product sales, be able to form positive branding in the eyes of potential buyers as a step to show advantages and differentiate from competitors' products, increase brand awareness, acquire new customers, and maintain customer loyalty.



Source: El Samara Website

Figure 2. Traditional Marketing and Digital Marketing

The theory of visiting interest is considered the same as buying interest. Interest is a high desire that comes from the heart towards something. Kotler and Keller (2012), say this interest functions as an incentive, namely a strong desire that motivates action to visit and positive emotions towards the product. Visiting interest means potential consumers (in this case visitors) who have been there and have not been there and who are going to visit a tourist attraction.

In theory, many factors influence a person's interest in something, and according to Schiffman & Kanuk (2007), these factors become 2, namely Internal and External Factors. Internal factors are factors that arise from within a person, in the form of strong internal stimuli that motivate action, where this encouragement is influenced by stimulus and positive feelings about the product or service. Meanwhile, external factors are factors from outside that consist of various types including social factors, various efforts made by companies, and socio-cultural factors. Seeing the wide range of factors that influence a person's interest, in this study, the author only examines interest in tourist visits from the point of view of digital-based promotion, namely conveying information related to products to tourists or potential tourists.

Interest is personal and closely related to attitudes. Interests and attitudes are the basis for prejudices, and interests are also important in making decisions. Purchase interest arises as a result of the learning process and the thought process which then forms a perception. This buying interest will arise and then become a motivation that continues to be recorded in his mind and

becomes a very strong activity which in the end when someone wants to meet his needs will actualise what is the motivation in his mind.

RESEARCH METHODS

This research is a descriptive qualitative research with a literature study studying research methods through literature studies sourced from journals of previous research results related to the title (Kurniawan, 2014), also through access to data obtained from the website as an information publication. According to Sugiyono (2019), descriptive qualitative research means that the researcher is the key instrument, data collection techniques are carried out by analyzing and combining data inductively to produce and process descriptive data such as narrating the results of interviews as well as through observation.

RESULTS AND DISCUSSION

Digital marketing means utilizing various electronic devices and digital media to drive audiences to buy the products or services offered. As well as, various marketing tactics to be used in the business world. Communication that used to spend a lot of effort is now simpler, using digital media. Various accesses can be offered to prospective tourists/customers, such as by using blogs, and social media such as Instagram, Whatsapp, TikTok, and many more. of course, many more varieties of communication offers are easy for customers to reach in digital promotions.

Overall, We Are Social noted that there were 139 million social media user identities in Indonesia in January 2024. This is equivalent to 49.9% of the total national population. As of January 2014, the percentage of WhatsApp application usage in the country reached 90.9%, making it the most widely used social media by Indonesians.

Based on data sourced from Datareportal.com (2023), Instagram is the social media that has the second highest number of active users in the age range of 16 - 64 years after WhatsApp. The percentage of active WhatsApp users reached 92.1%, while the percentage of active Instagram users reached 86.5% of the population of internet users in Indonesia, which totaled 212.9 million people. In comparison, Facebook is ranked third with 83.8% of active users, TikTok is ranked fourth with 70.8% of active users, and Telegram is ranked fifth with 64.3% of active users. There are several reasons for using social media, such as looking for inspiration about what to do or buy, looking for video content, looking for products to buy, and sharing and discussing personal opinions with other social media users. This then needs to be a focus for business people who have the aim of communicating the marketing of the brands and products they create through social media. Businesses can manage social media accounts to upload content in the form of videos and photos about brands and products and make social media accounts a place for consumers and potential consumers to share and discuss their opinions about the brands and products being promoted.

If the promotional strategy can be carried out with the right target and quality so that it can be conveyed properly, it will affect tourist interest in visiting tourist sites. Promotional strategies can increase and develop the diversity of media used in advertising and publicity media, whether previously existing or not online. Seeing the conditions of society that focus more attention on online media and increasing the frequency of publicity through other news portals so that the reach obtained is getting wider in accordance with the promotional strategy according to Tjiptono (2017), related to the problems of planning, implementing, and controlling persuasive communication with

customers. This promotion strategy has six main strategies, namely: 1). Promotion spending strategy, 2). Promotion mix strategy, 3). Media selection strategy, 4). Advertising copy strategy, 5). Sales strategy, 6). Sales force motivation and supervision strategy. Another social media platform that is also widely used for promotion and sales is Instagram.

Some other strategies that can be done for digital promotion include using SEO (Search Engine Optimization) to maximize company websites, Digital Advertising in the form of billboards and flyers, Email Marketing using email sequences (email reminders), and Digital presence (online stores).

CONCLUSION

Increasing the interest of tourists to visit a tourist attraction needs to be done, 1). a massive promotion strategy for tourist attractions, namely the Glugur Rimbun Area Farm, not only to the academic community but also to the wider community in Sampe Cita Village, Kutalimbaru District, Deli Serdang Regency, even to the level of North Sumatra Province. 2). The strategy of using social media is the most dominant and structured platform for conducting digital-based promotions.

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