

## **The Effectiveness of Digital Marketing Strategies in Increasing the Attractiveness Campaign of Dusun Semilir in Bawen, Semarang District**

**Anya Asa Auli<sup>1</sup> Ahmad Yusuf Muzaky<sup>2</sup> Mokhamad Arwani<sup>3</sup> Siti Umi Sa'adatur<sup>4</sup> Ratih Pratiwi<sup>5</sup>**

<sup>1,2,3,4,5</sup>Wahid Hasyim University, Semarang, Indonesia

**Corresponding email: [anyaasaaulia@gmail.com](mailto:anyaasaaulia@gmail.com)**

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**Abstract.** This research aims to analyze the effectiveness of digital marketing strategies in improving the Semilir Hamlet Tourism Attraction campaign in Bawen, Semarang Regency. In the midst of intense competition in the tourism industry and changes in tourist behavior which is increasingly selective in assessing tourist attractions, the use of technology and digital media is an important key in attracting visitor interest. The research methodology used is descriptive qualitative where data and information are obtained from interviews, observation and documentation. With all the efforts made, it is hoped that the marketing strategy of using social media carried out by the Dusun Semilir Tourism Object will be more effective, so that it can increase visitor interest. The research results show that digital marketing strategies through several platforms, namely the official website, TikTok, Instagram and YouTube, have had a positive impact in increasing interest in visiting Dusun Semilir.

**Keywords:** Digital Marketing; Campaign

### **INTRODUCTION**

In the rapidly developing digital era, the use of technology has changed many aspects of human life, including the tourism industry. One of the important changes that has occurred is the use of digital marketing as the main tool in promoting tourist destinations. Digital marketing offers new opportunities for the tourism industry to reach a wider audience, interact directly with potential tourists and optimize marketing strategies effectively. As time goes by digital marketing brings various conveniences to human life, especially in shaping the effectiveness of social media in promoting marketing through existing strategies. Apart from that, advertising material is needed that can attract the attention of tourists and generate interest in tourist visits.

Tourism is an industry that has an important role in the economic growth of a country. The emergence of digital platforms such as websites, social media, travel apps and search engines has given potential tourists from all over the world direct access to tourist destinations. Digital marketing has opened new doors to promote your destination in a more personal, creative and interactive way. (David Adi Saputra 2023).

The use of the internet as a global trend, marketing via social media has become the most preferred by business practitioners, one of which is the Dusun Breeze tourism campaign. With the development of technology and the widespread penetration of the internet in society, the practice of using social media has become the main choice for entrepreneurs or business people to promote businesses and tourist attractions. Many companies have adopted digital marketing as an effective tool, indicating that this method has several advantages and benefits. Digital marketing has several advantages over traditional marketing. First, the speed at which marketing strategies spread through digital media is extraordinary, sometimes in just a matter of seconds. Another interesting feature is

the ease of evaluation. By utilizing online media, you can quickly understand the results of your marketing activities. Easily access information such as product display time, view count and sales conversion rate for each ad. This allows businesses to broadcast advertising performance and refine strategies for the next period. The third advantage is global reach. Digital marketing allows a global audience to access your brand or product in a few simple steps on the internet. However, in the economic aspect, effectiveness is a characteristic of digital marketing. Compared to traditional marketing, digital marketing has proven to be more economical and effective, allowing businesses to achieve the goals in their marketing strategy at lower costs.

Marketing strategy is basically a comprehensive and integrated plan in the field of marketing that provides guidelines for activities that will be carried out to achieve a company's marketing goals. In other words, marketing strategy is a set of goals, guidelines, and rules that give direction to a company's marketing efforts over time at all levels, including relevance and attribution, especially as the company responds to ever-changing situations and changes. Therefore, the definition of marketing strategy must be based on an analysis of the company's strengths and weaknesses obtained from the company's environment. (Dimas Realino, Valeria Eldyn Gula, and Sofiana Jelita 2023).

Digital marketing is an advertising activity that promotes a brand, product, service or individual (individuals) using digital media. Marketing activities and strategies that use online digital technologies such as the Internet and desktop computers as well as mobile phones and other digital platforms to promote products and services (Haryono and Hutasoit 2016). One of the main advantages of digital marketing is that it allows direct, real-time interaction with potential travelers. Through social media, instant messaging, and online comments, destinations can answer questions, offer recommendations and quickly respond to feedback from potential travelers to build engagement and create deeper, more personal relationships with their audiences (David Adi Saputra 2023). Digital marketing refers to methods that utilize digital technology to develop tools and infrastructure to realize, create and disseminate value for customers and related parties (Arif Budiarto et al. 2023).

Social media is online media such as blogs, social networks, wikis, forums and virtual worlds that allow users to easily participate, share and create content. Blogs, social networks and wikis are the most common forms of social media used by people around the world (Z, Anugrah, and Buaton 2024). Social media has a huge impact on the growth of online business, especially in Indonesia (Pratiwi and Saputro 2021). Promotion is a part of the marketing mix and plays a significant role. Promotion, in a broad sense, refers to activities actively carried out by sellers to persuade consumers to purchase the offered products. (Natania, Prasida, and Bezaleel 2023). Promotion in this case is defined as an effort to market tourist attractions to potential tourists. This research specifically examines promotion via social media.

## **METHOD**

This research uses descriptive qualitative methods as explained by Sugiyono (2022). Descriptive qualitative research is a research approach that examines the state of something using researchers as the main instrument. This research data comes from various sources, including interviews, documentation and observation. Qualitative research data is usually collected through observation, documentation, interviews, etc.

However, the possibility of using non-human sources of information, such as available documents and records, cannot be ignored. Data collection techniques are the methods that

researchers use to collect research data from data sources (subjects and research samples) (Rizky Fadilla and Ayu Wulandari 2023).

This research uses the SWOT framework (Strengths, Weaknesses, Opportunities, and Threats), which can be understood as an investigation of factors in the context of strategic planning.

## **RESULTS AND DISCUSSION**

Dusun Semilir is one of the tourist destinations that can be used as a vacation spot with family, friends and couples. Dusun Semilir has several locations that can be used for photography, as well as several rides that can be used for photography and entertainment. One of the most talked about Dusun Semilir rides on social media, especially TikTok and Instagram, is the rainbow slide (Natania et al. 2023). Dusun Semilir itself also has several social media platforms as a medium for tourism promotion, namely TikTok, Instagram, YouTube, Website, and Facebook. Dusun Semilir Agrotourism has developed a marketing strategy that focuses on sustainable market analysis. One of the main strategies is to understand the lifestyle of the community. This emphasizes the importance of being aware of the needs and preferences of tourists, especially young people. The manager also pays attention to managing the image of the tourist destination, such as improving infrastructure and improving the quality of service (Publik et al. 2024). Tourism destination marketing strategies are very crucial to learn considering that the tourism sector has very high potential for developing related industries, hotels, restaurants, souvenirs, travel agencies, and photography businesses (Pratiwi et al. 2020).

The results of the SWOT analysis of Dusun Semilir Tourism are as follows:

### **Strengths**

Dusun Semilir covers a strategic location near the highway and toll exit which makes it easy to access and attracts visitors from various regions, the vastness of the tourist area is also an attraction as a "one stop destination". Dusun Semilir has various photogenic iconic rides and buildings, ideal for visual campaigns on platforms such as Instagram and TikTok.

### **Weaknesses**

The quality of human resources in managing digital marketing who may not be trained can cause campaign effectiveness to decrease, weather uncertainty can also affect infrastructure and tourist visits.

### **Opportunities**

The increasing use of social media, people are increasingly active on social media, thus enabling digital campaigns to reach a wider audience including social media presence, strategic locations, iconic buildings, and the number of rides and souvenir centers.

### **Threats**

Includes tight competition in the tourism industry so that more creative marketing strategies are needed, changes in people's mindsets towards tourism, and bad reviews or less than satisfactory visitor experiences can spread quickly and affect the image of tourism.

Here are some strategies based on SWOT analysis for Dusun Semilir Tourism:

**Strengths Opportunity (SO) Strategy :**

1. Leverage the power of using the visual power of iconic buildings and various vehicles to create attractive promotional content on social media. Platforms such as Instagram, TikTok, and YouTube. The content can be in the form of photos, short videos, and vlogs that show your exciting experiences in Dusun Semilir.
2. Collaborate with influencers and invite local and national influencers using strategic locations and various tools. They will share their experiences and help Dusun Semilir be known to a wider audience.

**Strengths-Threats (ST) Strategy :**

1. Stand out from the competition with interesting and unique visual content, such as iconic buildings and vehicles, can regularly create short video content such as Reels or TikTok to attract audience attention.
2. Respond to changing tourism trends by promoting Dusun Semilir as a destination with a variety of experiences in one place so that tourists do not need to look for other destinations. The campaign can highlight the flexibility of activities, starting from family vacations.

**Weaknesses-Opportunities (WO) Strategy :**

1. Optimizing Digital Infrastructure, leveraging advances in digital technology by improving and enhancing the infrastructure of tourist destinations, such as providing strong free Wi-Fi. This allows visitors to share their experiences in real time and increase organic advertising through user-generated content.
2. Special promotions and discounts: Addressing intra-regional MSME volatility by holding special events and discounts promoted through digital campaigns. This leverages the growth of social media to gain attention and increase visits, while encouraging stronger MSME engagement.

**Weakness-Threat (WT) Strategy :**

1. Provide intensive training to the digital marketing team, social media campaign management, data analysis, with the aim of addressing the weaknesses in the quality of human resources and improving creative content writing skills in the tight competition in the digital tourism world.
2. Implement a rapid response system to respond to negative reviews and issues raised on social media and review platforms. Create guidelines for responding to complaints quickly and professionally, with the aim of addressing immediate negative emotions that can damage the tourism image and addressing weaknesses in reputation management.

**CONCLUSION**

Based on the SWOT analysis, the advantages of Dusun Semilir include its strategic location, complete facilities, easy access, and strong social media presence. However, there are also weaknesses such as unpredictable weather, lack of parking space, and poor quality of human resources. On the one hand, in addition to opportunities such as active marketing, strategic location, and the presence of iconic buildings, there are also threats such as

competition in the tourism industry and changes in the mindset of the community. To achieve strategic goals, several key success factors are implemented, including improving facilities and infrastructure, innovative marketing efforts, government and community involvement, improving the quality of human resources, interesting entertainment activities, and improving identified infrastructure. Therefore, the management of Dusun Semilir needs to improve internal resources, minimize vulnerabilities and address threats to tourism development in the area.

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