

TOURISM MARKETING STRATEGY WITH THE BAS APPROACH (BRANDING, ADVERTISING AND SELLING) LUBUK RESAM TOURIST DESTINATION, SELUMA DISTRICT, BENGKULU PROVINCE, AN EFFORTS TO INCREASE THE NUMBER OF VISITORS

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Abstract. In Indonesia there are many unique and fun tourist attractions to visit, this fact influences foreign and domestic tourists to visit and vacation. Digital technology is a new trend for every individual. Opportunity to access at any time, can be accessed anywhere, and fast access time is a big attraction of digital technology. Digital and electronic technology as the main data, changes human activities, from traditional processes to interactions to internet networks. because the use of digital technology, such as social media is considered a human connector through the form of an interface, and becomes an important facility in interaction. digital media as a means of communication as well as a means to promote the potential of tourist areas, because the government's attention is still minimal in managing and seeing new tourism potential. In an effort to increase marketing and reach target markets through digital marketing, companies need to use online information dissemination and sales promotion tools, such as using social media and websites, these are digital information dissemination tools that can be accessed by the entire world community so that the dissemination of information and sales promotions can be conveyed properly. In this study, researchers are interested in the activities of tourism-aware communities utilizing digital media, especially social media in an effort to promote the tourism potential of Lubuk Resam in Seluma Regency towards Seluma Alap and Seluma Berbudaya. The methodology in this study is a descriptive analysis method with data collection techniques through interviews, observations and desk studies.

Keywords : Tourism, Technology, Social Media, Digital Marketing, And BAS Strategy

I. INTRODUCTION

In every corner of the island in Indonesia there are unique and fun tourist attractions to visit, this fact is an influence for foreign and domestic tourists to visit and vacation. In addition to unique and fun tourist attractions, there are also Indonesian people who are accustomed to recreation or what is generally called a picnic. In this case, the government is trying to improve all facilities for the comfort of visitors and the government urges visitors to maintain the cleanliness of tourist attractions. Digital technology is a new trend for every individual. The opportunity to access at any time, can be accessed anywhere, and fast access times are the big attractions of digital technology. Digital and electronic technology as the main data, changes human activities, from traditional processes to interactions to internet networks. because the use of digital technology, such as social media is considered a human connector through the form of an interface, and is an important facility in interaction. The limitations of distance and space for face-to-face interaction, make individuals interact online through social media, such as WhatsApp, Instagram, Twitter or Facebook. The emergence of various social media applications creates business opportunities for the community.

Opportunities for social media do not stop at product businesses, but also services such as tourism which are starting to use social media as a means to attract public attention.

Various methods, patterns and techniques used in advancing tourism in Indonesia, including digital tourism is one of the tourism development strategies by utilizing digital media massively. Isnaini & Fauziyyah's study (2017) shows that digital marketing can improve the brand, image and/or image of tourism in an area. The Ministry of Tourism and Creative Economy took the idea as a strategy to achieve the main national target, namely 20 million foreign tourists. Digital tourism can be seen as a form of government effort to adapt to changing market conditions. This is because tourists currently travel from searching and looking for information (look), then ordering attractive tour packages (booking) to paying online. In other words, modern travelers who search and share prefer to use digital media. Digital marketing describes the main users of digital technology to support the marketing function of an organization. In the organization that understands the marketing function, digital techniques are combined with traditional forms of marketing activities. However, in the digital business tradition national activities are led by, guided

and integrated with digital marketing. Synonyms for digital marketing include electronic marketing, online marketing and internet marketing. Digital marketing involves delivering online content to customers to attract and engage them in bonding activities related to a business's goods and services (Heinze, Fletcher, Rashid, & Cruz, 2016). The term "Internet Marketing" is widely used to refer to an external perspective on how the internet can be used in conjunction with traditional media to acquire and provide services to customers. Marketing communications can be done through social media with the aim of growing consumer interest, because new interest arises when consumers respond to stimuli in the form of objects that are interesting to consumers. Interest in visiting tourist attractions, for example, arises because of the desire within consumers for a product, which has previously been observed and studied by consumers implementing various promotions using conventional media such as television, newspapers, using advertisements, brochures, or exhibitions. However, with the development of promotional technology, new media can be utilized through social media as a way to promote relatively new tourist destinations, but have a major impact on encouraging tourist mobility. By using social media, tourists can share their experiences and can also be used as a source in searching for information about tourist destinations. Tourism promotion through social media can increase community economic empowerment because it can create business opportunities, such as through Facebook, Twitter, Instagram, WhatsApp, Line, Youtube, Reels, Tiktok and other social media. The use of social media is felt to be beneficial because it is easier, more efficient and more effective in marketing tourism for a region. That is what makes social media increasingly in demand in marketing tourism for a region. The use of digital media provides many benefits and advantages for promoting tourism potential in Indonesia, and is useful for easily disseminating travel information, and can attract the attention of the community who play the most role in introducing tourist attractions including tourists, students, students and the community, information is spread through social media such as Twitter and Facebook. Based on the theory of User Generated Content (UGC) through digital media can create interest in products and tourist destinations and has the potential to continue, develop and create new images for tourist destinations on Instagram.

The use of digital media is also to express experiences through photos or videos, then comments and responses as a form of follower interaction not only with family and friends, but also with other people. Communication technology through social media is utilized as a means to make the tourism industry more effective and efficient in advancing new tourism destinations. Digital media can be utilized as a means to communicate, negotiate, and reduce communication gaps without being hampered by distance and time which can create new structures for tourism development and operation. The current phenomenon shows that, an easy, fast and reliable way to promote a tourist area to become a new tourist destination is to use the internet which is done by a tourism-aware community. Based on the current phenomenon, there is a great opportunity for the community, digital media as a means of communication

as well as a means to promote the potential of tourist areas, because the government's attention in managing and seeing new tourism potential is still minimal. Based on this, tourism promotions have emerged which are carried out by the community itself, either individually, one or two people, or carried out in groups in the form of a community, or what is called a virtual community, namely people who want to achieve certain goals in finding new opportunities and want to establish social and economic relationships with people. Currently, digital marketing is the most commonly used term, which refers to any user of technology to achieve marketing goals and has external and internal perspectives. This is more consistent with the concept of digital business, which involves managing internal and external digital communications (Chaffey, Hemphill, Edmundson-Bird., 2019). Currently, many people use social media to complement their daily activities to make purchases, access information, and communicate. In an effort to improve marketing and reach target markets through digital marketing, companies need to use online information dissemination and sales promotion tools, such as using social media and websites, these are digital information dissemination tools that can be accessed by the entire world community so that the dissemination of information and sales promotions can be conveyed properly. In this study, researchers are interested in the activities of tourism-aware communities utilizing digital media, especially social media, in an effort to promote the tourism potential of Lubuk Resam in Seluma Regency towards SELUMA ALAP and SELUMA BERBUDAYA.

Seluma Regency is geographically located on the West Coast of the Southern part of Sumatra Island, located in longitude and latitude at coordinates 04°21'40"22" 03°49'55"66" South Latitude-South Latitude and 102°59'40"54" 101°17'27"57" West Southeast-West Southeast (Muntahanah, 2018). This regency, which is located in the south of Bengkulu Province, has tourist attractions that are not known or visited by tourists, including Kroya Waterfall, Curug Endap Waterfall, Batu Bekinyau Waterfall, Air Melancar Waterfall, Padang Periang Cultural Heritage, Suban Lubuk Resam, Lubuh Gadis River, Resam Cave Tour, Seluma Dam, Muara Kungkai Beach, Pasar Talo Beach, Muara Maras Beach, New Ketapang Beach, Semindang Bukit Kabu National Hunting Park. Among the many tourist attractions in Seluma Regency, there is one village in North Seluma that holds a lot of natural beauty and various tourist destinations, namely Lubuk Resam village, there are hot springs, natural caves, beautiful villages with very beautiful views, rafting, rock climbing, waterfalls, kibus flower cultivation, Seluma river and alum/sulfur stones. However, access and geographical conditions of the village greatly affect the course of tourism promotion in Lubuk Resam village, so that tourism branding and marketing are hampered.



Fig 1. Lubuk Resam tourist village



Fig 2. Location of Lubuk Resam tourist village



Fig 3. Lubuk Resam village tourist destination



Fig 4. Hot spring pool in Lubuk Resam village



Fig 5. Lubuk Resam village waterfall



Fig 6. Lubuk Resam village natural cave



Fig 7. Sulfur stone in Lubuk Resam village



Fig 8. Seluma River, Lubuk Resam village



Fig 9. Kibut flowers in Lubuk Resam village

The many interesting tourist attractions are not supported by good promotion so that not many people know about them, so the potential for tourism development is not optimal and has an impact on local government income from the tourism sector is very minimal because very few tourists, both domestic and foreign, visit there, and because of the lack of income from the sector, it results in the hampering of the development of supporting infrastructure such as adequate facilities and infrastructure to support mobility from the launch of tourism as one of the regional income sources in addition to other sectors. As a mainstay sector, tourism is expected to be able to become one of the sources of income, trigger economic growth, and open up job and business opportunities, especially for the community around tourist attractions, it is also expected to be able to introduce and market products from home industries to the regional level. Planned tourism development will benefit the community. The availability of good and complete facilities and infrastructure around tourist attractions is an important factor in the context of Developing Tourist Destination Areas (DTW). Tourism development aims to utilize the attractions of tourist attractions in the form of natural resources, diversity of flora and fauna, and arts and culture. Bengkulu Province is one of the tourist areas that has the potential to be a leading sector in economic development followed by the development of other sectors. Therefore, researchers are interested in raising the title of this study, namely "marketing tourism with the BAS

(Branding, Advertising, and Selling) approach to Lubuk Resam tourist destinations in an effort to increase the number of visitors". This research activity is considered important, especially to support and support the policy of the Seluma Regency Government in order to realize a cultured Seluma and alap Seluma and reduce the poverty rate of rural communities through village potential.

The purpose of this study is to determine the tourism marketing strategy of Lubuk Resam tourist village in forming destination branding and to determine the strategies and efforts made by the community in marketing the potential of Lubuk Resam village as a tourist destination in Seluma Regency.

As has been done, this research is expected to provide theoretical and practical benefits, such as being able to provide contributions and insights regarding digital marketing tourism in tourist villages in forming destination branding, which can be a reference for further researchers to realize academic developments. And can provide input and evaluation to encourage certain policies by various related parties, through complex information from reflections carried out specifically for the Seluma Regency regional government in an effort to increase the original income of the Seluma Regency region and support government policies in realizing Seluma Alap.

Marketing Tourism

As a reference for the level of success of an institution in achieving its goals, it is greatly influenced by the ability to market the institution's products. Marketing in an agency/organization plays a very important role where marketing is one of the activities carried out to maintain the survival of the company. Marketing is also an activity carried out by companies in meeting consumer needs and desires. Marketing is a social process in which individuals and groups get what they need and want through the creation, offering, and free exchange of valuable products and services with others (Kotler, Philips & Keller, 2012). One of the tourism marketing is Digital Marketing Tourism, which is an effort to promote and market an area or tourist attraction using digital media. Digital marketing activities can be carried out by utilizing media such as: websites, social media, online advertising, direct marketing emails, discussion forums and mobile applications. (digitalmarketingpariwisata.com, 2018). Some studies that have been conducted in tourism promotion include:

1. The role of digital marketing in brand equity of tourism products is that technological advances, changes in consumer behavior, and company innovation greatly influence the brand equity of a product, especially in the tourism sector (P, Fauziyyah, Jember, Jember, & Jember, 2017).
2. Analysis of E-Tourism Development Strategy as Tourism Promotion on Lombok Island, from the SWOT analysis related to the evaluation of e-tourism development on Lombok Island, it is known that the strategy that must be used by the government is the WO strategy, which focuses on internal coordination, self-evaluation of e-tourism implementation, and systematic evaluation of the implementation of promotion via the internet and improvement of tourism promotion strategies via the internet (Irfan & Apriani, 2017).

From several studies above, it can be described that the benefits of digital marketing are very large in attracting tourists to a tourist area. Digital marketing tools in the industrial era 4.0 that can be applied are information and communication technology that can increase efficiency in the tourism sector, provide various tourism service information to tourism activists and tourists in the form of telematics formats and make the tourism marketing system more accessible. The E-tourism program is a modern promotional method and contains the latest information about tourism needs sought by tourists, such as tourist attractions, hotels, travel agents, and any information that can be accessed 24 hours from anywhere, by anyone and anytime. E-tourism is an online interactive system that makes it easy for tourists to get information and make reservations for several available tourism elements such as hotels and travel agents. E-tourism has principles that are in line with its usefulness, namely in increasing tourism development. There are three elements that are prerequisites for e-tourism, namely ICT (Information and Communication Technologies), Tourism and Business, and government support. (Novianty, 2018).

According to Joseph (2011: 32) Digital marketing is a condition where marketers must master three things from consumers, namely mind, heart and spirit referring to electronic marketing based on the internet. Encouraging marketing to create products that in addition to providing quality and service also provide a better experience to consumers. In this study, the author's main focus is how digital marketing communication can increase visitors to the Lubuk Resam tourist village area. In this study, digital marketing is defined as interaction and communication between the Lubuk Resam village Pokdarwis assisted by the Seluma Regency Tourism and Culture Office with consumers or prospective tourists, through the internet, email, and mobile phone media. According to Kotler and Keller, Marketing Communications is "Marketing communications are means by which firms attempt to inform, persuade, and remind consumers - directly or indirectly - about the products and brands they sell" (Kotler and Keller, 2012: 498), meaning that marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. Meanwhile, to carry out effective marketing communication is to use a marketing communication mix. The marketing communication mix consists of eight main communication models (Kotler & Keller, 2012 in Kurnianti, 2017:78), including:

1. Advertising, which is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
2. Sales promotions, various short-term incentives to encourage trial or purchase of a product or service.
3. Events and experiences, company-sponsored activities and programs designed to create daily or ongoing brand-related interactions.
4. Public relations and publicity, a variety of programs designed to promote or protect a company's image or its individual products.
5. Direct marketing, the use of mail, telephone, facsimile, e-mail, or Internet to communicate directly with or

solicit response or dialogue from specific customers and prospects.

6. Interactive marketing, online activities and programs designed to engage customers or prospects directly or indirectly to raise awareness, improve image, or generate sales of products and services.
7. Word of mouth marketing, oral, written, and electronic communication between people regarding the merits or experiences of purchasing or using a product or service.

In addition to marketing mix, digital marketing communication is also used to follow the development of marketing communication in the digital era. Digital marketing communication has AISAS response stages as stated by Sugiyama (2004: 156) as a process of AISAS working in more detail where consumers see products, services, advertisements as attention (attention), and get (interest) interest in finding information about products, services, advertisements. (search). Information searches can be done by accessing the internet and accessing blogs or social media managed by the community or tourism village managers or by viewing tourism reference sites such as Tripadvisor, Traveloka on the internet, it is hoped that they can get a comparison of products in this case the desired tourist destination, whether it has easy services in the fields of accommodation, transportation, tourism information and so on. If Attention, Interest, Search is successful, consumers will make purchases (action) or in the tourism sector, tourists will visit, after visiting, the tourists will become online word of mouth messengers by telling others or writing comments on the internet (share).

Tourism Communication with Digital Media

The basis of promotional or marketing activities is communication. Communication is intended because of the interaction in the form of information exchange. In the context of tourism, information about a destination as a destination offering will affect tourism demand. Because moving places when traveling allows the tourist spot to have a communication process between the local population and the visitors or tourists who visit the destination.

The principle of communication is to change behavior, strategy is a way, method, plan or pattern used in an effort to convey a message to be followed by a change in behavior. To realize this, it is necessary to have an initiator, planner, supervisor and program supervisor. Meanwhile, empowerment of individuals in society can be done through the process of raising awareness of the situation and conditions of the environment, needs, desires, and abilities. The awareness process must be carried out through a dialogue process. Communication is very necessary in delivering tourism promotion. Etymologically, the word Tourism comes from Sanskrit: *Pari* means many, many times or going around, while *wisata* means travel or traveling. (Winangsih, 2010:118).

So, the word Tourism is interpreted as a journey that is done repeatedly or rotating from one place to another. While communication in marketing tourism products can be done face to face directly, through interpersonal communication and through media, such as through social media. Tourism communication through social media is directed at the purpose of tourism promotion that is persuasive (Oktavia, 2015).

Through social media, people or groups can share images, comments and others that can be used to share with family, friends and even with people they do not know (Martinez et al, 2014). Through social media, other users can also comment on publications, share, tag, spread their own images and comments. According to Buhalis (in Bash, 2015), with the development of internet technology, social media has become a new tool used by organizations and tourists in finding tourist destinations. Facebook, YouTube, Twitter, and Instagram are some examples of social media and can also be known as Web 2.0.

According to Oktavia (2015), communication in tourism product promotion activities has several important parts, namely:

1. There must be a communicator who is responsible for marketing the products produced by the tourism industry in their area. They formulate the news (messages) that will be delivered to potential consumers (receive).
2. There must be a receiver that will receive the news from the communicator.
3. There must be a tool to convey messages in the form of a channel that acts as a news channel media.

Based on the current phenomenon, many tourists use internet-based social media to communicate in an effort to find out information about tourism and also used as their reference in traveling. According to Fatanti & Suyadnya (2015), the existence of social media also provides an opportunity for users to participate, develop and update any information through online communication.

Online communication is communication that occurs online. Online communication is a way of communicating where the delivery of messages is carried out with or through the internet network. Communication that occurs in the virtual world is commonly called communication in cyberspace. The term online communication refers to reading, writing, and communicating through or using a computer network (Warschuer, 2001: 207-212). In other words, online communication or virtual communication is a way of communicating where the delivery and reception of information or messages can be done using the internet or through cyberspace. With the internet, virtual communication can be done anywhere and anytime. There are so many facilities offered in cyberspace to communicate, and its existence makes humans increasingly dependent on technology. This dependence can be seen in the increasing sales of cheap mobile phones and the offer of complete facilities to access the internet.

Types of online communication include:

1. Synchronous (simultaneous) online communication
Simultaneous online communication or synchronous online communication is communication using computers as a medium, which occurs simultaneously, in real time. Examples are text chat and video chat.
2. Asynchronous (non-synchronous) online communication

It is communication using computer devices and is done in a delayed or indirect manner. Examples of communication using e-mail, forums, recordings, visual simulations, and reading and writing online documents

via the World Wide Web (WWW) (Warschuer, 2001: 207-212).

Online communication has the potential to form a community or group that uses media in its communication. Through social media, it is able to carry out a movement for change, especially to improve the community's economy (Hasan, 2015). Social media users can be called producers as well as consumers in the activity of exchanging information. Compared to print media, social media is chosen as the most popular means of communication and promotion because its use is considered easy, cost-effective, and effective in marketing tourism for a region (Gohil, 2015). The use of technology simplifies and accelerates the reach of communication with relations to the industrial community and tourists, both one to one, one to many, and many to many, can also help customers well in maintaining relationships and facilitating the exchange of information, product ideas, and services to meet market needs and desires (Hasan, 2015).

In the development of local cultural heritage, it depends on the initiative of the local community. An area usually has tourism potential, especially in the economic sector, tourism has many benefits such as being able to generate foreign exchange for the country, expand employment opportunities, increase community income, especially those living around tourist attractions, and increase local revenue (PAD) (Karyati, Mulyani, Racmat, Junarti, & Sunarto, 2007).

Branding, Advertising and Selling

Branding

Branding is related to efforts to improve the image of a tourist destination. In marketing, the law of reality is not reality, but reality is perception. This means that whoever can perceive their marine tourism product more than others will win. So the current battle between products is actually a battle of perception.

Marine tourism must be packaged in such a way that it is well-imaged by tourists. Marine tourism branding can be done based on its natural beauty, diversity of marine activities, history, affordability, accommodation facilities, taste and variety of food, and others.

Advertising

Advertising is related to non-personal marketing communication activities of tourist destinations aimed at the wider community. Advertising has the task of communicating marine tourism, improving the image, and presented at the National Maritime Conference, Coordinating Ministry for Maritime Affairs of the Republic of Indonesia, 2016 reminding us of the existence of marine tourism that is very worthy of being visited.

Advertising activities are activities that must be carried out continuously so that brand awareness of a tourist attraction continues to be at the peak of popularity. Popular destinations are more likely to be chosen as marine tourism destinations worth visiting compared to unpopular destinations.

Selling

Selling is related to short-term efforts to stimulate people to immediately visit tourist destinations. Efforts to achieve results as expected are carried out by frequently holding exhibitions by selling marine tourism packages. Travel fairs are one way to attract as many buyers as possible. Giving discounts and special

prices is a good way to stimulate large purchases. The consideration is that tourists who are sensitive to price and those who are not sensitive to price are far more numerous than those who are sensitive to price.

Social Media, Photography and Tourism Promotion

Photography illustrates how tourists share their travel experiences and illustrates the relationship between travel experiences and travel photos or videos. According to Urry (in Liu, 2016), the existence of photography that is done not only allows them to share travel experiences but also produces a dramatic impact on others, and functions as a source of travel information for other tourists who want to plan their travel. The use of images or photos and videos is an interesting thing in tourism communication. Images and videos are one of the basics that support both at the consumer level and at the production level.

Photography and social media become mediator technologies in the creation and diffusion of tourist destination images. According to Akehurst (in Martinez et al, 2014), the use of images on social media is currently one of the highest promotional tools in the tourism sector. According to McQuail (in Liu, 2016) images on social media are promotional tools, this is because the use is unconsciously influenced by the media they use, so that tourists' decisions in planning trips can be changed by using public sites, namely by using social media.

One example of social media that has photo and video sharing services is Facebook, Twitter, Line, Reels, TikTok and Instagram. It is an application that provides features such as status updates, share-ins, retweets, direct messages, and recommends for users to update information, which was originally only used as a means for online photography, now changing as a medium for providing fast, precise and accurate information as well as a means for promotion, marketing, distribution for both goods and services.

According to Stepchenkova and Zhan (in Fatanti & Suyadnya, 2015) taking photos means media to capture reality. This can describe when the phenomenon of tourism capture is done through a cellphone camera, meaning they are trying to send reality as a message to themselves and to others about their experience as tourists. The phenomenon that is currently emerging is that tourists trust more in pictures/photos and opinions of other tourists compared to companies that have provided information. In the context of tourism, online photography creates a positive perception from tourists about tourist destinations.

Promotion of a location or tourist destination aims to obtain City Branding. City Branding is a tool borrowed from marketing practices by city planners and designers along with all stakeholders. Cities need a strong and distinct image and reputation in order to overcome city competition for economic resources at the local, regional, national and global levels (Yananda; 2011). City Branding is not a new management practice in city administration. Regional or location marketing practices have long been applied to sell tourist destinations, industrial areas and housing. Cities utilize local marketing practices, especially City Branding, to attract models, manufacturers, talents, technology and event tourists because a city needs a brand image. The development of information

technology, especially the internet, has changed the way humans communicate. The presence of the internet in human life makes it easy for people to access the information they need. The internet is very useful in various fields of development, one of which is tourism. The internet has become a necessity in searching for information related to planning, tourism decision-making and all the needs of its buyers. This is because the internet is the main source of information that has a high level of interactivity and customization so that it can provide an experience according to the needs of its users.

II. RESEARCH METHODS

Research methodology is a series of methods used scientifically to collect data and analyze a research formulation. In this study, the method approach used is the descriptive analysis method, which is a method used to describe the results of the analysis but is not used to make broader conclusions. While the data collection techniques that will be used in this study are interviews, observations and desk studies. The place and time of the research were conducted in Lubuk Resam village, North Seluma district, Seluma district, by conducting interviews with POKDARWIS Lubuk Resam village and the Seluma Regency Tourism Office in August - September 2024.

Data analysis was carried out based on observation notes, interview transcripts and the results of data reduction processing which were then interpreted as a discussion in the following section of this study.

III. RESULTS AND DISCUSSION

Lubuk Resam Tourism Village is located in North Seluma District, Seluma Regency, Bengkulu Province. Lubuk Resam Tourism Village has a combination of nature-based and culture-based tourism. In the tourism sector, there are nature-based tourist attractions, such as: hot springs, hot water baths, Seluma river water (family rafting potential), waterfalls, campsites, alum stones/sulfur stones and caves, there are also local wisdom culture-based tourism, such as: Zikir Sarafal Anam tradition, Rendai Traditional Dance/Ulu Dance, Kerilu, Single Guitar, Rejung, Numbuk Kopi Tigo Antan and Inkau Football. In addition to presenting nature-based and culture-based tourism, Lubuk Resam Village also currently has 1 object that is no less interesting, namely the cultivation of Rafflesia Flower hosts. Rare flowers that have grown wild and cannot be predicted when they will bloom. Then institutionally Pokdarwis Lubuk Resam Village was formed in 2016. Then the Regent of Seluma issued Decree of the Regent of Seluma Number 900 - 415 YEAR 2022 concerning the Determination of Tourism Villages within the Seluma Regency Government, the contents of which have listed Lubuk Resam Village as a Tourism Village. Currently it is known as Lubuk Resam Tourism Village. Currently the population of Lubuk Resam Village is 1,231 people (there are 354 Heads of Families and 135 poor residents).

Fig 9. General description of Lubuk Resam Tourism Village

The majority of the population's livelihoods are coffee and rice farmers. Around the 1990s, the community saw the tourism potential in the village, such as caves and hot springs. Around February 2006, the first Seluma Regent, Mr. Murman Efendi, launched the 'SELUMA MENYALA' program as a form of tourism socialization. Attended by national artists, such as Krisdayanti, Anang Hermansyah, Tukul Arwana, Miing and others. History The formation of the village into a tourist village around the 1990s, the local community saw the potential in Lubuk Resam Village, such as caves and hot springs. Over time, based on word of mouth, the village began to be visited by many tourists, especially school children. At that time, this village was still a hamlet that was part of Puguk Village (now Puguk Village), and was still under the auspices of the South Bengkulu Regency Government before finally being under the auspices of Seluma Regency. Around February 2006, the first Seluma Regent, Mr. Murman Efendi, launched the SELUMA MENYALA program as a form of tourism socialization in Lubuk Resam Village. At that time, it was attended by the Minister of PDT (Development of Disadvantaged Villages), the Governor of Bengkulu, Mr. Agusrin M Najamudin, artists and comedians from the capital including Krisdayanti, Anang Hermansyah, Denada, Miing, Tukul Arwana, and other groups. Then Anang and Krisdayanti (who were still husband and wife at that time) built a library in Lubuk Resam Village under the name Rumah Perpustakaan Anang-Krisdayanti. Around 2011, the access road to Lubuk Resam Village was built as a lapen road. However, currently the road to the village can be said to be badly damaged. The road issue has its own problems, because it is in the HPT (limited production forest) area, so it is difficult to improve the road because it must obtain permission from the Ministry of Forestry. Specifically in the hot water spot, a suban hot water bathing pool has been built in 2020, built using village funds. To maintain the seriousness of the management of the tourist area, a tourism awareness group (Pokdarwis) was also formed in LUBUK RESAM TOURIST VILLAGE with the name BUKIT SELEPA. The name was



inspired by the fact that around the hot springs there is a hill overgrown with selepa bamboo. The bamboo is used by the community as a raw material for woven crafts. That's why it's called Bukit Selepa. Since Pokdarwis was formed on August 2, 2016 and was known to the Head of LUBUK RESAM TOURIST VILLAGE, Pokdarwis began to move to organize the tourist area. Starting from the river water bathing tourist spot, then amenities (supporting facilities for the tourist area) such as cottages, home stays, and others were built. In 2022 (January to September period), it was recorded that around 1,000 tourists from various regions had visited Lubuk Resam TOURIST VILLAGE. The plan for the future is to continue to build supporting infrastructure, such as the provision of tents, lighting for tourist locations, procurement of socialization brands, road rehabilitation around tourist areas, widening of parking areas.



Fig 12. View of Cughup Embun waterfall

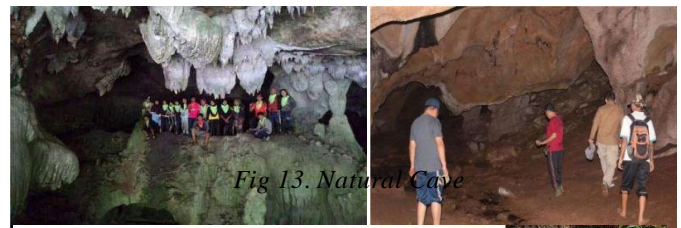


Fig 13. Natural Cave



Fig 10. Tourist attractions

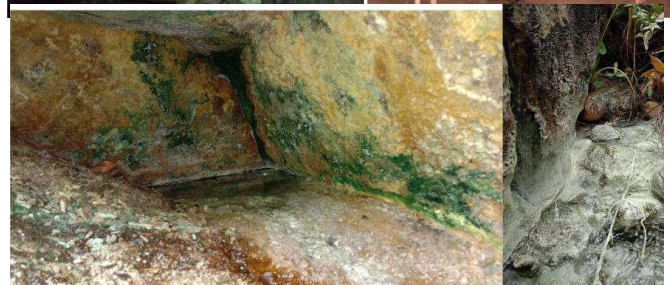


Fig 14. Sulfur Stone/ Alum Stone



Fig 11. Suban hot spring pool



Fig 15. Seluma River



Fig 16. Amenities



Fig 17. Toilet and changing room



Fig 18. Telecommunication Network



Fig 19. Direction signs



Fig 20. Guest houses, gazebos and tourist huts

Pokdarwis Bukit Selepah Lubuk Resam Tourism Village



Work program of the Bukit Selepa Tourism Awareness Group,
 Lubuk Resam Village, North Seluma District, Seluma Regency

What's already running:

1. Construction of a hot spring pool
2. Construction of tourist cottages

2024 (to be done)

1. Procurement of tents
2. Provision of lighting at tourist locations
3. Procurement of socialization brands
4. Road maintenance at tourist attractions
5. Widening of parking area

Tour packages offered
 Brochure (front) :



BROCHURE (BACK) :



CULTURAL PRESERVATION DOCUMENTATION

photo caption:

Local communities still preserve the dhikr sarafal anam



Documentation of environmental conservation efforts
 Photo caption:
 Carrying out mutual cooperation activities for cleaning and planting flowers.



Documentation of the use of information technology for promoting tourist villages

Information :
 Social media accounts are available
 Facebook Lubuk Resam





Documentation of the application of the 7 saptapesona (safe, orderly, clean, cool, beautiful, friendly and memorable)

Pokdarwis Bukit Selepa, Lubuk Resam Tourism Village, North Seluma District, Seluma Regency

Month	Visitors (people)
January	30
February	52
March	25
April	30
May	20
June	30
July	36
Total : people	

Tourism is one of the areas prioritized for development by the Seluma Regency Government. This is clearly seen in the Seluma Regency Vision and Mission for 2019-2024. The vision to be achieved is the realization of a dignified Seluma Regency community based on tourism development supported by ALAP (Accessibility, Employment, Customs, and Economy). While the mission carried out is to build tourism facilities and infrastructure; support the development of tourist attractions; develop tourism resources; Optimize regional resources to realize regional economic competitiveness and conducive investment. According to researchers, the tourism marketing model for Lubuk Resam Village, Seluma District through a strategy of promoting natural, art and cultural tourist attractions to increase domestic and international tourist visits is through the Promotion Mix strategy, namely through advertising, through public relations and direct marketing through conventional media platforms and convergent media. Different from traditional-based tourism promotions such as flyers, television advertisements, billboards, and others which are quite expensive and have limited reach. Digital marketing is the latest alternative for tourism business actors. The Seluma

district government through government agencies in this case the tourism, youth and sports office in this case plays a role in promoting the beauty of tourism in Seluma district, especially the Lubuk Resam tourist village regarding interesting things that tourists can visit where the benefits are not only felt by the government as a tax recipient, but also for tourism business actors who are spread out such as tourism guides, homestays, travel, travel agencies, souvenir sellers and the results of Lubuk Resam village UMKM and other souvenirs that are helped by the government's efforts to maximize tourism promotion by utilizing digital marketing. In these digital promotion efforts, many parties are helped by the increasing number of tourist visits to Lubuk Resam. The use of digital marketing has made it easier for tourism business actors to interact with consumers and potential consumers. In these digital marketing promotion efforts, ongoing promotion so that those who have visited want to visit again and those who have never been interested and want to spend time in Bangka Belitung is a long-term goal that is expected to be achieved by the government and pokdarwis in Lubuk Resam village in order to create a tourism economic community, UMKM, society and the government itself. Things that have been done by the government and Pokdarwis of Lubuk Resam Village in the context of Tourism Digital Marketing include the following:

1. Search Engine Marketing (SEM)
 Pokdarwis Bukit Selepah tourist village through the tourism, youth and sports office (Disparpora) of Seluma Regency, Bengkulu Province, has a tourism website, namely <https://jadesta.kememparekraf.go.id/desa/lubuk-resam> which contains various information about tourism destination components such as nature tourism, historical tourism, cultural tourism, culinary, sport/adventure and so on which are neatly and attractively packaged along with content writing with relevant keywords and continuously updated so that they can dominate search engine pages such as Google. This is in accordance with search engine optimization proposed by Digital Marketing According to Chaffey and Smith (2013), namely placing messages in search engines to encourage click-throughs to websites when users type in certain keyword phrases.
2. Online PR
 Maximizing favorable mentions and interactions with the company's brand, product, or website using third-party sites such as social networks or blogs that are incidentally visited by the company's target audience. This also includes responding to negative mentions and conducting public relations through the site through a press center or blog. This is closely related to social media marketing (Chaffey and Smith: 2013). Placing online advertisements on websites is often done to attract foreign tourists to visit. The government also encourages socialization to tourism industry players to continue to maintain good relations with tourists who come with satisfactory service and hospitality as the main thing in order to give a good impression which will later have a sustainable effect such as the length of the visit and an increase in the number of visits because

tourists who return from Lubuk Resam will provide recommendations that Seluma Regency is a pleasant tourist area and worth visiting. In addition, if there are negative issues that can have a bad impact on the world of tourism, Pokdarwis and the government will immediately be able to respond to immediately neutralize the issue by continuing to disseminate positive information such as cultural information, the latest events, and so on. Many are mentioned by tourists who have visited on their blogs or vlogs. The content they upload usually contains about must-visit places, recommendations for accommodation, food, nice places, etc. Many of them upload such content because of their work as travel influencers, namely those who make money from traveling around the world and earn income from their invitees and advertisements.

3. **Social Media Influencer/Content Creator**
One of the different forms of partnership in this digital age includes link building, affiliate marketing, aggregates such as price comparison sites, online sponsorships, and co-branding (Chaffey and Smith: 2013). The use of social media influencers or content creators in promoting Lubuk Resam tourism village has been carried out by collaborating in creating interesting content to introduce Lubuk Resam village tourism to tourism enthusiasts. In selecting these influencers, the government and Pokdarwis have made screening efforts, namely those who specialize in travel content with a fairly good engagement rate, so that not only the number of followers is large, but also have good relationships with their followers so that the message conveyed can be better received. In addition, influencers are also selected from celebrities and public figures who are currently famous in the country or local sons and daughters who are public figures with many followers and subscribers on YouTube, Twitter, TikTok and Instagram.

4. **Social Media Marketing**
It is an important category of digital marketing that involves and encourages customer communication on a company's own website, or social presence such as Facebook or Twitter, Instagram, or publisher sites, blogs, and forums. Maintaining existing consumers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities (Chaffey and Smith: 2013). The government has several social media accounts such as Facebook, Instagram, Twitter, Tiktok and Youtube which contain various kinds of tourism content that follow the times such as TikTok, tourism vlogs, event information, discount announcements from tourism business actors and so on, all of which aim to attract tourism actors to come and explore the wealth of tourism in Seluma Regency, especially Lubuk Resam Village. Positive steps that continue to be taken by Pokdarwis and the Seluma Regency government strongly support the improvement of the Digital Marketing program for tourism in Bumi Serawai, Serasan and Seijoaan, which

are fully ready to receive visits from both local and foreign tourists who are thirsty for a vacation after going through post-pandemic recovery.

5. **Branding**
Branding related to efforts to improve the image of tourist destinations. In marketing, the law of reality is not reality, but reality is perception. This means that whoever can perceive natural tourism products based on local wisdom more than others will win. So the current battle between products is actually a battle of perceptions. Lubuk Resam village tourism must be packaged in such a way that it is well-imagined by tourists. Branding of Lubuk Resam village tourism can be done based on its natural beauty, diversity of marine activities, history, affordability, accommodation facilities, taste and variety of food, and others.
6. **Advertising**
Advertising is related to non-personal marketing communication activities of tourist destinations aimed at the wider community. Advertising has the task of communicating the natural tourism of Lubuk Resam Village, improving the image, and reminding people about the existence of natural tourism that is very worthy of being visited. Advertising activities are activities that must be carried out continuously so that brand awareness of a tourist attraction continues to be at the peak of popularity. Popular destinations are more likely to be chosen as natural tourist attractions in Lubuk Resam Village that are worth visiting compared to unpopular destinations.
7. **Selling**
Selling related to short-term efforts to stimulate people to immediately visit tourist destinations. Efforts to achieve results as expected are carried out by frequently holding exhibitions by selling Lubuk Resam village tour packages. Travel fairs are one way to attract as many buyers as possible. Providing discounts and special prices is a good way to stimulate large purchases. The consideration is that tourists who are sensitive to prices with those who are not sensitive to prices are far more than those who are sensitive to prices.
8. **BAS Form as a Tourism Marketing Approach**

Branding	<ul style="list-style-type: none"> • Branding based on product attributes (marine tourism with natural beauty, diversity of attractions, ease of access, accommodation facilities). Examples: Bunaken, Karimunjawa, Derawan, Raja Ampat. • Branding based on heritage.
Advertising	<ul style="list-style-type: none"> • Advertisements that aim to increase brand awareness and improve the image of marine tourism destinations. • Advertisements on local social media such as television, radio, newspapers, magazines

Selling	<ul style="list-style-type: none"> • Selling is done to increase short-term sales. • Increasing exhibitions, travel fairs, providing discounts and rewards for visiting marine tourism destinations.
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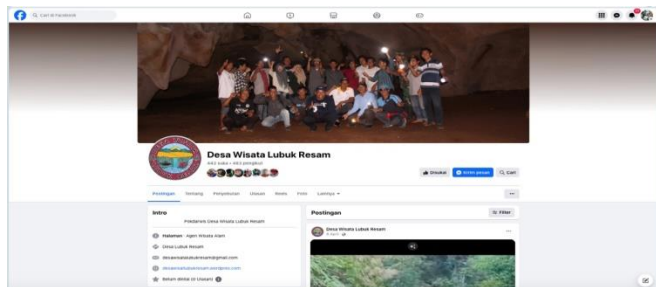
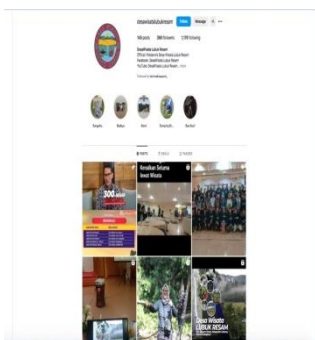
Souvenirs and village UMKM products



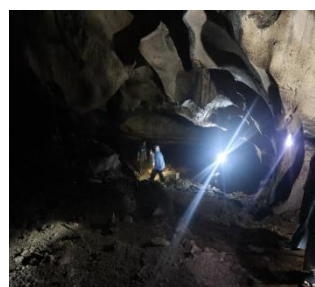
Lubuk Resam Tourist Destination Website



Lubuk Resam tourist destination event



Lubuk Resam Tourist Destination Social Media





Lubuk Resam Tourism



Popular tourist attractions of Lubuk Resam Village

IV. CONCLUSION AND SUGGESTIONS

The advancement of information technology through digital marketing today should be a mainstay for the tourism world to provide as much information as possible and as widely as possible throughout the world to reach tourism enthusiasts,

both business people and local and foreign tourists both internally and externally to improve the tourism business.

Integration of Information Technology (IT) as one of the digital marketing strategies in tourism will bring benefits to local tourism service providers who can then unite other stakeholders on the tourism platform, such as MSMEs, so that a comprehensive tourism ecosystem can be created. Choosing the right information technology tool is very important to match the needs of tourists with the dimensions of tourism services. Increasing the use of technology by all tourism offices and travel agents in using new Information Technology (IT) tools in order to obtain information on prospective tourists, identify appropriate tourism products and make tour reservations. IT integration provides the right means and brings benefits in promoting and strengthening the tourism industry. Recommendations for further research are research on cooperation between the government and tourism companies to encourage and train the lower middle class tourism industry to more intensively use and utilize technological advances to support the acceleration of their respective business progress. optimal. For example, there are still limited accommodation options for tourists. Supporting facilities such as bathrooms, places of worship and even trash cans are still limited. The inhibiting factors in the Lubuk Resam tourist village include the following:

1. Supporting facilities and infrastructure are still lacking
Tourism facilities and infrastructure in several tourist attractions in Lubuk Resam village are less than optimal. For example, there are still limited accommodation options for tourists to the location. Supporting facilities such as bathrooms, places of worship and even trash cans are still limited.
2. Very limited funds
The limited funds budgeted by the Seluma District Government are a major obstacle in tourism marketing and tourism development.
3. The location of the tourist attraction is quite far
The area of Lubuk Resam tourist village is very far from the district center and the accessibility is so bad that it makes the location of the tourist attraction difficult to reach. This encourages the local government to immediately add and expand road access to the tourist attraction.
4. The quality of human resources is still low
Tourism awareness society needs to be developed in order to optimize a tourism area. This can be done through various trainings to improve the quality of human resources. The trainings that have been carried out are English language training, tour guide training, home stay management training and culinary. This is expected to improve the local economy with a creative economy. However, until now the results are still not optimal.
5. Tourism awareness is still lacking
The obstacles that arise from tourists and the community around the tourist attraction are the lack of a wareness of tourists and the community around the tourist attraction to protect the environment. There are still many tourists

who for personal interests actually damage the environment such as taking selfies and throwing garbage in the wrong place.

However, this obstacle certainly does not dampen the spirit of POKDARWIS Bukit Selepah, Lubuk Resam tourist village, to continue to develop the tourism potential and natural beauty of Lubuk Resam village for every visitor and tourist, both local, national and international.

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