

UTILIZING DIGITAL MARKETING IN THE PROMOTION OF SLUMPRING GO INTERNATIONAL TOURISM IN THE INDUSTRIAL ERA 4.0

Eko Budiraharjo¹, Yoga Prihatin², Agus Wibowo³, Hasbi Firmansyah⁴, Ria Indah Fitria⁵

^{1,3,4,*} Informatics Study Program, FTIK Pancasakti University, Indonesia

^{2,*} English Language Education Study Program, FKIP Pancasakti University, Indonesia

E-mail:ekobudiraharjo@upstegal.ac.id,yogaprihatin@upstegal.ac.id ,

aguswibowo@upstegal.ac.id ,hasbifirmansyah@upstegal.ac.id, riaindah@upstegal.ac.id

ABSTRACT

The popularity of Slumpring Market, Cempaka Village, Tegal Regency has made Pancasakti Tegal University lecturers interested in working on tourism potential as a form of community service. The theme of this community service program is International Tourism and The Digital Transformation of tourism and Digital Transformation in Slumpring Tourism, Tegal Regency. Digital marketing in promoting online can use website and mobile media. In industry 4.0, it is an automatic trend for carrying out activities in the business sector. The use of digital marketing in the industrial era 4.0 in the world of tourism is very influential, supported by 5 digital marketing applications, namely websites, online advertising, social media, web forums and mobile applications. By implementing digital marketing tourism will grow professional, global and international.

Information technology is one of the means used to promote tourism from various social media with various digital marketing. With digital marketing, people's interest in going on holiday is increasing.

Society in the 4.0 era has been presented with various conveniences from various existing technologies, including the ease of obtaining convenience in tourism. Industry 4.0 in the tourism sector further enhances International Tourism and The Digital Transformation of tourism.

Keywords:Digital Marketing, Industry 4.0, Tourism

Introduction

Currently, information and communication technology is increasing, it is felt that the industrial era 4.0 is increasingly improving technological systems that can make various human lives easier, including in the world of tourism.

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tourism sector further enhances the International Tourism and The Digital Transformation area of tourism and Digital Transformation in Slumpring Tourism in Tegal Regency.

According to the Ministry of Tourism, travel bookings sold online currently reach 50%. The government is currently intensively promoting tourism, which can be seen in Presidential Instruction number 9 of 1969, chapter II article 3, which states

"Tourism development efforts in Indonesia are in the nature of developing the tourism industry and are part of the development and development efforts as well as the welfare of society and the State (Yoeti, 1996).

Digital marketing has a very broad scope, where digital marketing combines psychological, anthropological and humanist factors. Digital marketing activities include digital use of websites, IT, social media, business, online advertising, mobile applications, or so on. Utilizing social media websites as an effort to promote tourism, the efforts made have resulted in an increase in the number of slumpring tourist visits, both local and international. Slumpring tourism actors can do marketing via digital because most of the Indonesian population cannot be separated from gadgets connected to the internet where the lifestyle is fast-paced, so this promotional model is very effectively applied to slumpring tourist destinations to provide a good image.

Objectives, Benefits and Expected Impact of Activities

a. Some of the objectives of this activity are as follows:

1. Providing training on the creation and use of slumpring tourism websites for managers;
2. Creating promotional media as one of the applications of digital marketing.
3. Integrcombine all components of village potential into one tourism village program using digital marketing.

b. The expected benefits are:

1. It is hoped that this service can contribute to Slumpring tourism managers regarding the role and promotional strategies as a tourist destination through the creation and use of Slumpring tourism websites.
2. Providing digital marketing contributions in roles and strategies in promoting slumpring tourism through online media.
3. Providing information and input to related slumpring tourism managers regarding the development of the slumpring tourism potential of Tegal Regency through digital marketing in an effort to increase the number of tourist visitors, both local and international.

c. The expected impacts of this activity are:

1. Establishment of the Tegal Regency slumpring tourism website;
2. Influencing consumers to visit slumpring tourism in promoting slumpring tourism through online media;
3. Able to increase the number of visitors to the Tegal Regency slumpring tourism, both locally and internationally.

Digital Marketing

Digital marketing is a marketing strategy that uses digital platforms and tools to promote products or services to a targeted audience. This includes a variety of activities, ranging from the use of social media, online content, email marketing, search engine optimization (SEO), paid advertising (such as Google Ads or social media ads), and others.

Business to Business (B2B) and Business to Consumer (B2C) are two common approaches in digital marketing:

1. B2B is concerned with marketing products or services from one company to another. Here, the focus is on business needs, solving problems, or improving efficiency.
2. B2C is concerned with the direct marketing of products or services from companies to end consumers. Strategies in B2C often focus more on marketing directly to individuals to create brand awareness, influence purchasing decisions, and increase consumer engagement.

Digital marketing plays an important role in both, as it provides the opportunity to reach a wider audience, convey the right message to relevant target markets, and build and maintain strong relationships with customers.

Understanding Tourism

Tourism refers to the activity of people traveling to certain destinations or places outside their daily environment for recreation, vacation or other purposes. This involves a number of activities such as visiting tourist attractions, staying in hotels or other accommodation, exploring the culture and heritage of a place, as well as participating in various activities tailored to the tourist's goals.

Some of the distinctive characteristics of tourism include:

1. Movement: Tourism involves the travel and mobility of people from one place to another. This can be on a local, national, or even international scale.
2. Recreational Purposes: Travelers travel to relax, enjoy free time, and experience new things at their destination.
3. Economic Activities: Tourism has a significant economic impact. This includes the hospitality, transportation, food and beverage industries, as well as small and medium businesses related to tourist needs.
4. Cultural Experiences: Tourism often involves interaction with local culture, traditions, food, and special attractions of an area. This opens up opportunities to understand and appreciate cultural diversity.
5. Destination Management: Tourism destinations often require good management to ensure the natural and cultural environment is protected, as well as an enjoyable experience for tourists.

6. **Social and Environmental Impact:** Tourism can have a major impact on local communities and the environment, both positive and negative. Wise management is needed to minimize the negative impacts.

Tourism is a dynamic and important industry for many countries due to its contribution to economic growth, cultural promotion, and intercultural exchange.

METHODS OF DEVOTION

The solutions in this service for Tegal Regency Slumpring Tourism and MSME actors are:

- a. **Making productsWebsiteSlumpring Tourism.**

Product design and manufacture will be carried out according to Slumpring Tourism's needs.

- b. **Training on the use, maintenance and management of the Slumpring Tourism Website.**

This training is in the hope that managers can operate websites and carry out website maintenance.

- c. **Implementation of service**This will be carried out on Sunday 23 October 2024 at 09.00 - Finish at the Tegal Regency Slumpring Tourism location.

RESULTS AND DISCUSSION

Cempaka Village, especially Slumpring Market, has great potential for development. Apart from the traditional concept, the transaction model at the market uses bamboo coins which have previously been exchanged for real money and can be used to buy various local products on the market. Apart from that, it is an interesting place to take fun photos.

Through this service program, which will be held on October 23 2023, at the Tegal Regency Slumpring Tourism, it is hoped that it can become a forum for sharing and sharing insights between lecturers and Pokdarwis at the Cempaka Village Slumpring Tourism. The target participants are managers and MSME actors of Slumpring Tourism in Tegal Regency.

Pancasakti Tegal University community service which will be held on October 23 2023.

Strategy

Several points discussed at the event included how to increase the ranking of Slumpring Market in the Google search list, so that it becomes better known and also creating digital marketing products for the Slumpring Tourism Website and conducting training forSlumpring tourism managersin Tegal Regency.

Problem Solution

The solution to the problem of this community service activity is to create a digital marketing promotion that suits the needs of Tegal Regency Slumpring Tourism. Once it is believed that it is suitable, training will be carried out on how to make it and the results will be given to the slumpring tourism management for their use.

The community service activity strategy carried out can be divided into 2 stages, namely:

1. Creation of slumpring tourism website products
The results of the existing design will be tested on the slumpring tourism website product.
The design will be revised if it is not significant.
2. Training for slumpring tourism managers.
Training will be carried out at the slumpring tourist attraction.

Outcome Target

The expected output targets from this community service are as follows:

1. **Create digital marketing website products.**
2. **Conducting website management training for Slumpring tourism managers**
With this training, it is hoped that the number of visitors to the Slumpring tour will increase;
3. The output of this service will be published in mass media and in journals.



Figure 1: Community Service Event at Slumpring District Tourism. Tegal



Figure 2: Community Service Event at Slumping District Tourism. Tegal



Figure 3: Community Service Event at Slumping District Tourism. Tegal



Figure 4: Community Service Event at Slumping District Tourism. Tegal



Figure 5: Community Service Event at Slumping District Tourism. Tegal



Figure 6: Community Service Event at Slumping District Tourism. Tegal

CONCLUSION

It is hoped that this activity can be continued by partnersSlumpring Tourism managersin Tegal Regency. The product distribution of the Slumpring Tourism Website can be known and usedSlumpring tourism managersin Tegal Regency to increase its income from salesSlumpring Tourismin Tegal Regency.

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