Application and Influence of Information Technology to Support the Tourism Village Marketing Strategy

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Abstract:

The purpose of this research is to improve the application and influence of information technology on tourism village marketing strategy. The use of descriptive methods in this study with interviews to get information related to this research, such as culture, traditional dance, traditional food and local handicraft products of the community in the tourist village. The results of this study show that by applying information technology to the marketing strategy of tourism villages will increase the economic income of local people in tourist villages and attract local and foreign tourists to visit. The conclusion obtained in this research is that the application of information technology has a positive impact on the marketing strategy of tourism villages in improving the economic growth of tourist village communities

Keyword: Tourism, Tourism Village, Marketing Strategies

INTRODUCTION

The strategy can be interpreted as an analysis of the market environment, competitive activities, customer purchasing behavior and the capabilities and needs of marketing intermediaries, etc. Marketing strategy is a way to provide products of good quality that satisfy consumers. McDonald agreed that developing a good marketing strategy helps in establishing a competitive advantage, building, maintaining, and maintaining a competitive advantage (Mamta & Mini Amit, 2020). Doyle stated that marketing promotion strategies help in attracting consumers and some store promotion activities have an impact on consumer behavior (S Pandian, 2020). The development of technology and information encourages marketing management practices such as promotions to be more effective. Bizirgianni and Dionysopouloureonfirmed that in influence of Youth Tourism trends through Social Media as Information and Communication Technology (ICT). The use of the internet in the digital age is a necessity, as an interactive media. internet is a marketing communication tool that allows its users to exchange value (S.Z, 2020). Using internet-based technology, marketing

encourages the active participation of consumers. With advances in technology, marketing has incorporated interactivity provided by technology to create two-way communication channels with current and potential customers. Around the world, people post interesting news and articles, share YouTube videos, and read. Jutkowitz stated that we are on the verge of transformation for brands and organizations because of content, as 9 out of 10 companies use content marketing to engage, interact, change, and remind consumers of their products and brands. Content marketing goes beyond traditional sales and marketing campaigns and focuses on providing value to consumers in the form of relevant information and ideas, using publication or text syndication. Opreana and Vinerean stated content marketing has been identified as part of digital sign-in marketing in an effort to "attract potential customers, retain existing, and turn aspirational consumers into advocates by developing various forms of content deemed valuable by prospects and will use content created to access websites to learn more or come into contact with marketing offers (Bezbaruah & Trivedi, 2020). Interactivity is an element used to expand the promotion function of products that do not exist in traditional media. In addition, it is favored because of its new features and such as interactivity that can give a natural feeling in seeing information directly with real (F.M, 2019)

Previous research conducted by Utanto, Alfaqih, and Maretta, stated that learning products developed by students majoring in Curriculum and Educational Technology have not been utilized for entrepreneurial capital. Digital product marketing strategy is quite an obstacle in the sale of digital learning products that have been created. Thus, the problem faced is the knowledge of how to sell and buy digital learning products (Utanto, Faqih, & Maretta, 2019). Furthermore, previous research conducted by Murugan et al. Stated that applied virtual reality technology in managing hotel marketing found its advantages point in increasing customer satisfaction, improving the efficiency of hotel marketing. On the other hand, the cost of hotels is too high to affect the production cost of such technology (Murugan, et.al, 2020). Subsequent research conducted by Vaisakh et al. found the results of tourism promotion and marketing activities in the midst of the recovery and outbreak that struck, then a good one is done with as much promotion and marketing as possible virtually, digitally through social media. This is where the role of social media is huge (Vaisakh et.al, 2020). The next previous research was conducted by Sharma and Thakur stated that customer behavior towards the use of the internet and online socialization technology is very important It has been observed that there is a relationship between monthly income & goods they buy. Monthly Community Income plays an important role in purchasing various products on the Internet. It has also been noted that there is a substantial gap in the level of consumer service with the purchase of products online. Many consumers are happy with digitally purchased goods (Sharma & Thakur, 2020). In the following research, previous research conducted by Ridwana and Himayah stated that in the utilization of remote sensing technology and geographic information systems in the development and management of tourism. Starting from obtaining tourism data, processing, and analyzing data to producing geospatial information. This is acceptable because it is considered effective and efficient (Ridwana & Himayah, 2020; Singgih, 2020).

Looking at the use of technology to marketing strategies that are found in various researches and various types of work, this research aims to explain the application and influence of information technology on tourism village marketing strategies. The use of descriptive methods in this study with interviews to obtain information related to this research, such as culture such as taradisional dance, traditional food and local handicraft products of the community in the tourist village. how it is implemented and how it affects marketing strategies, then overall, the results of this research show that by applying information technology to the marketing strategy of tourism villages will increase the income of local people in tourist villages and attract local and foreign tourists to visit. The conclusion obtained in this research is that the application of information technology has a positive impact on the marketing strategy of tourism villages in improving the economic growth of tourist village communities. but still need guidance and learning for the tourism village community for the use of technology properly and optimally.

RESEARCH METHOD

In this research, we used descriptive methods. While in obtaining information, the authors used interview techniques to obtain information related to this research data collection was conducted in November to December by adapting the current pandemic conditions with

respondents Liang Ndara villagers and tourist activists through video conference (Zoom and Whatsapp) from the results of interviews the author obtained data in the form of culture such as traditional dance, traditional food as well as local handicraft products of the community in Liang Ndara tourism village precisely in Flores province of Nusa Tenggara Timur. The number of respondents from the sample took 10 people with the conclusion of the response that the village marketing strategy carried out was still not carried out optimally and felt less satisfactory, so the respondents wanted the marketing of tourist villages can be done online. The supporting tools used by researchers in this research are questionnaires or questions asked directly to respondents.

RESEARCH RESULTS AND DISCUSSION

Results

Tourism marketing strategy in Liang Ndara tourism village in its implementation does not yet have an integrated arrangement of village promotion programs. Promotional techniques were carried out to attract tourists in Liang Ndara village are information obtained through Word of Mouth, flyer as well as art and cultural performances in the form of traditional dance, game, and food, showing of traditional woven fabrics to support the promotion of tourism villages and promote economic life in Liang Ndara village. The purpose of visiting Liang Ndara tourism village is various ranging from enjoying natural tourism, shopping tourism to the purposes of study and research, judging from the results of the interview can be concluded that the method of promotion that runs is not optimally implemented and does not find an end point for better promotion thus the form of promotion carried out is expected to bring major changes to the destination of Liang Ndara tourism village.

The marketing strategy activities of Liang Ndara tourism village are still in the form of limited information delivery, so that tourists who want to visit find out and gather their own information about tourist attractions in Liang Ndara village. Media used in marketing tourism villages namely Word of Mouth and delivery through the media is carried out using television, newspapers, and the internet. Obstacles faced in carrying out the marketing strategy of Liang Ndara tourism village are: 2) Technical things related to the lack of knowledge of marketing strategies of the administrators and differences in language; and 2) Non-technical things including lack of human resources, unprepared infrastructure, and lack of support for art actors. Based on the results of the research conducted, the marketing strategy of Liang Ndara tourism village is shown in Figure 1.
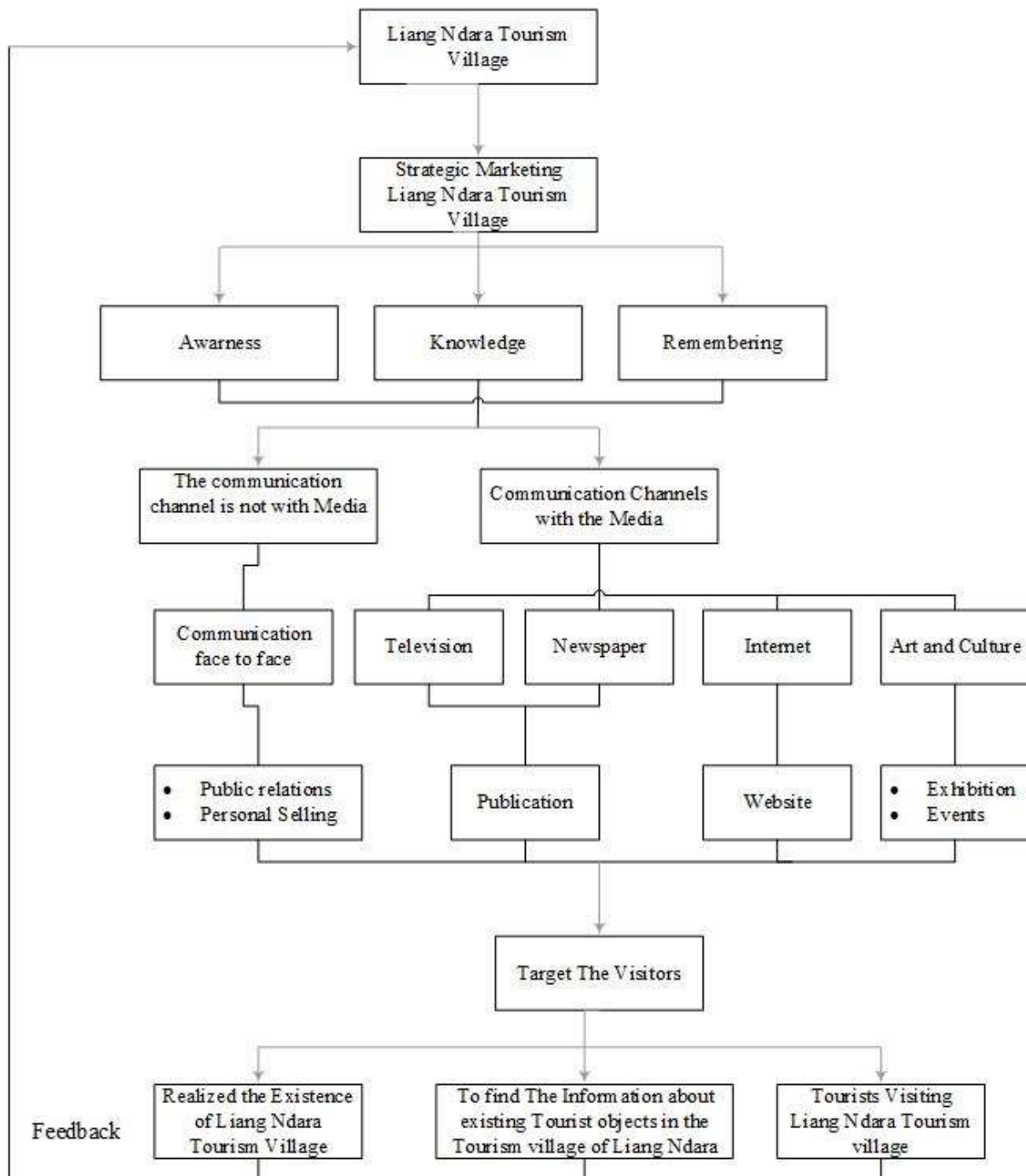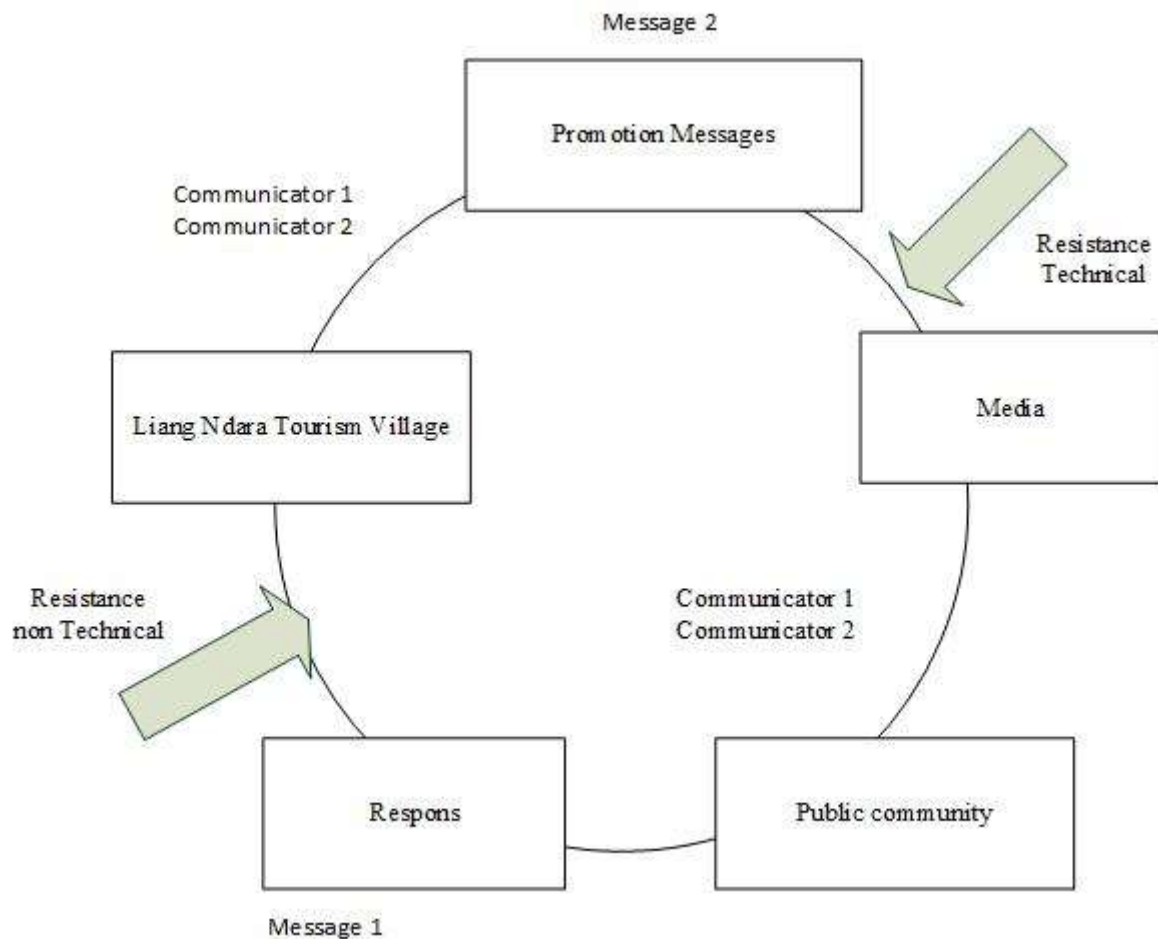
Figure 1. Resume Tourism marketing strategy of Liang Ndara village

Discussion

In the marketing strategy activities of Liang Ndara tourism village, there is a communication process. First, the marketing activities is the communicator element, which acts as a communicator. Second, marketing materials of Liang Ndara tourism village with its icon namely art and culture. Third, the delivery of promotional messages covering channels of unmediated communication, such as face-to-face communication. As well as communication channels through media including television, newspapers, and the internet. With the development of communication technology, especially the development of technology as a promotional or marketing media makes information that can be obtained quickly and precisely about Liang Ndara tourism village and will be important in running promotion or marketing.
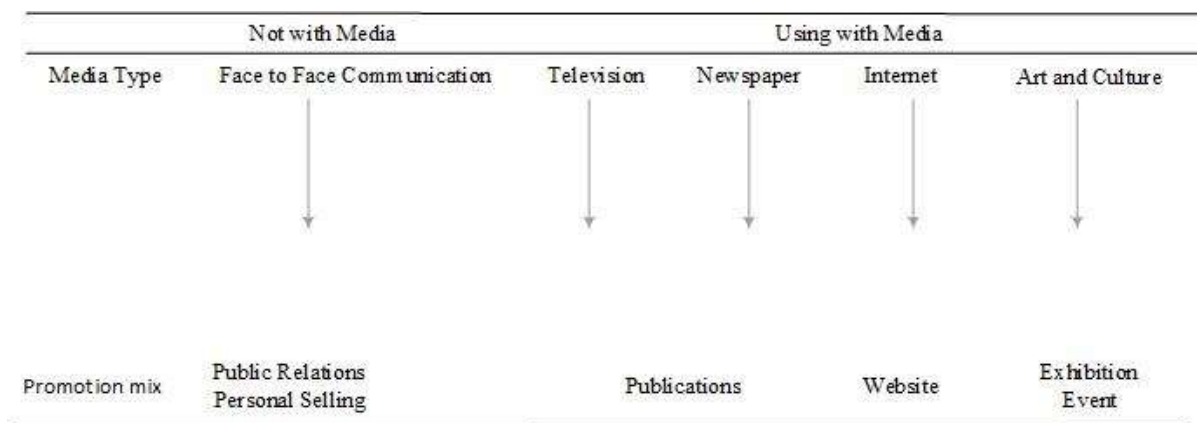
36

The target message from the marketing of Liang Ndara tourism village is to the public so that the information obtained can bring tourists to visit Liang Ndara village. The obstacles obtained in carrying out the marketing activities of Liang Ndara tourism village are technical obstacles in the form of a lack of knowledge of the management about marketing strategies, while non-technical obstacles are the lack of human resources owned by the implementers of the promotion on the marketing strategy activities. The communication process is shown in Figure 2.

Figure 2. Communication model on the marketing stratege of liang ndara tourism village

Marketing Strategy Analysis

Based on the results of the research obtained, Liang Ndara Tourism Village uses a promotion mix (Figure 3) awareness strategy. There are two media used in the marketing strategy of Liang Ndara tourism village, namely unmediated communication channels and communication channels through the media. From these two channels, it boiled down to various forms of promotion carried out by Liang Ndara tourism village. Based on the promotion mix applied by Liang Ndara tourism village, it can be seen that not all elements are used in the agenda of Liang Ndara tourism village promotion. From the overall form of promotion carried out by Liang Ndara tourism village, the main priority of marketing strategy is carried out through events and public relations.

	Not with Media		Using with Media		
Media Type	Face to Face Communication	Television	Newspaper	Internet	Art and Culture
↓		↓	↓	↓	↓
Promotion mix	Public Relations Personal Selling		Publications	Website	Exhibition Event

Figure 3. Media and Promotion Mix Liang Ndara Tourism Village

CONCLUSION

The utilization of Information Technology has a large role and significant influence in supporting the marketing strategy of tourism villages the great potential of information technology encourages each individual to be able to carry out the promotion of digital media sharing both content marketing and social media. Accordingly, this research aims to apply marketing strategies needed supporting factors that can support in the marketing strategy of tourism villages, namely by using information technology.

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