

The Influence of Digital Marketing for Tourism Businesses in the Era of Global Economic Recovery during a Pandemic Study on the Three Tourist Destinations at the Kopeng Area (Merbabu View, Embun Merbabu and Merbabu Park)

Meida Rachmawati¹, Sudyono²

^{1,2} Universitas Ngudi Waluyo, Indonesia

sudyonosudek51@gmail.com, meida_r@unw.ac.id

Abstract

The Covid-19 pandemic is one of the causes of the decreasing interest in visiting a tourist attractions. Hence, it is the cause of the decrease in economic numbers in the tourism sector, especially in the Kopeng area. The monthly decreasing number of tourists is one of the background issues on how to invite prospective tourists to visit tourist attractions in the Kopeng area after the era of the covid 19 pandemic. The need for proper marketing to reach all potential tourists encourage tourism sector managers in the Kopeng area to use social media facilities to re-market new tourism trends so that the economy recovers as before. The study involved 100 respondents, while the data was collected through questionnaires and then processed using SPSS data analysis techniques. The results of this study are: 1) There is a positive and significant relationship between digital marketing variables on economic recovery. 2) There is a positive and significant relationship between tourist visits and economic recovery variables.

Keywords

digital marketing; tourist visits; economic recovery



I. Introduction

Technological advancement cannot be avoided in today's life because it will run following scientific passages. Every innovation is created to provide positive benefits, provide many conveniences, as well as a new way of doing activities for human life. Especially in the field of technology, society has enjoyed many benefits brought about by the innovations that have been produced in the last decade. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The benefits of the internet are increasingly felt by its users who cannot be separated from this internet world. For example, internet marketers, bloggers, bloggers, and now online stores are increasingly having a place in the eyes of consumers who are looking for certain goods. The Ministry of Communication and Information (Kemkominfo) stated that internet users in Indonesia to date have reached 202.6 million people. With this achievement, Indonesia is ranked 3rd in the world (Kominfo, 2021).

The development of technology today has shown tremendous progress. Many things from the life sector have used the existence of technology itself. Its presence has had a considerable impact on human life in various aspects and dimensions. Likewise,

communication technology is a hardware device in an organizational structure that contains social values that enable individuals to collect, process, and exchange information.

The COVID_19 pandemic has hit the tourism industry and the creative economy in Indonesia. No kidding, since February 2020 the number of foreign tourists entering Indonesia has decreased very drastically, and the peak occurred in April 2020 with only 158,000 tourists. This also has an impact on state revenues in the tourism sector. The existence of large-scale social restrictions and the closure of access in and out of Indonesia caused a decrease in state revenue in the tourism sector by Rp. 20.7 billion.

The changing tourism trends during the COVID-19 pandemic must be followed by tourism business actors. The main key for tourism and creative economy actors to survive during a pandemic is to have the ability to adapt, innovate and collaborate well. The reason is community actors are starting to change and accompanied by a shift in tourism trends at this time.

Referring to one of the priority programs that encourage the increasing number of tourists in Indonesia, the use of digital media has become one of the mainstay weapons of the Ministry of Tourism in the government's efforts to adapt to changing market conditions, namely in the form of a Digital Tourism promotion program. Tourism promotion in Indonesia currently has to use digital marketing. The tourism industry parties can do marketing through digital because people cannot be separated from gadgets that are connected to the internet where lifestyles are fast-paced so the promotion model is very relevant to be applied to tourist destinations and tourism accommodation managers to provide a good image.

Kopeng is one of the tourist attractions in Semarang district which has great potential to be visited because it has several natural attractions that need to be visited to spoil the eyes of tourists. Kopeng is getting stronger as a leading tourist destination because of its location at an altitude of 1400 meters above sea level with views of seven mountains including Mount Merbabu, Andong, Telomoyo, Ungaran, Merapi, Sindoro, and Sumbing.

Based on this description, researchers are interested in knowing what Digital Marketing is used to increase tourist visits in Kopeng and how Digital Marketing influences the increase in tourist visits in Kopeng.

This research is expected to later be able to provide benefits for tourism destination management agencies as information or input for making tourism destination marketing strategies through digital media to increase the number of tourist visits, so the researchers raised the research title "The Effect of Digital Marketing for Tourism Businesses in the Era of Global Economic Recovery in Pandemic Period".

II. Review of Literature

According to Sanjaya and Tarigan (2009: 47) "Digital Marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, Adwords, or social networks. Of course digital marketing is not just about internet marketing."

Previous research related to this research is "The Influence of Social Media on Decisions to Visit Archipelago Tourists to DKI Jakarta" compiled by Debby Laura Tambunan from the Tourism Destinations Study Program of STP BANDUNG in 2016. The results of this study indicate that the decision to visit domestic tourists to DKI Jakarta is classified as good according to a percentage yield of 71.4%. It is due to the large

percentage of respondents (79.2%) who stated that they always access information about tourist destinations through social media before visiting these tourist destinations.

Research "The Role of Digital Marketing on Brand Equity of Tourism Products" by Nur Latifa Isnaini, Salma Fauziyyah, and Rizky Trisna Firman H. In 2017. a product, especially in the tourism sector. The results show that Digital marketing is seen as the most effective and efficient promotional medium which can increase sales volume significantly.

The benefits of Digital Marketing are as follows; (1) Connecting sellers with consumers on the Internet. (2) Can generate high sales. (3) Make sellers more frugal. (4) Enable real-time customer service, and (5) Connect sellers with consumers who use Mobile devices. Broadly speaking, the work of Digital Marketing is responsible for everything related to marketing and branding its products digitally (online).

III. Research Method

The method used in writing this scientific paper is a quantitative research method. Sugiyono (2015: 13) stated that: "Quantitative research methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis in the form of quantitative /statistics, with the aim of testing the established hypothesis".

Thus, the writing of this scientific paper will contain data in the form of numbers which are the results of measuring variables that are operationalized using research instruments. The data may come from observations and documentation, and questionnaires to tourists who come to visit Merbabu View, Embun Merbabu, and Merbabu Park tours.

3.1 Population and Sampling

Sugiyono (2015:62), The sample is part of the number and characteristics possessed by the population. The sample in this study were some domestic and foreign tourists who visited Merbabu View, Embun Merbabu, and Merbabu Park tours. The sampling technique in this study is accidental sampling.

According to Sugiyono (2015:124), accidental sampling or incidental sampling is a sampling technique based on coincidence, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. A questionnaire was used to obtain data distributed to tourists who happened to be met at Merbabu View, Embun Merbabu, and Merbabu Park tours during the specified research time. The number of samples required is between 50-100 due to limited time and resources, so the researchers set minimum sample size of 60.

3.2 Data Collection Method

Data collection techniques are described in the following table:

Table 1. Data Collection Method

Data Type	Data Source	Data Collection Techniques	Explanation
Primary	Tourists	Questionnaire and Observation	The distribution of questionnaires as well as observations will be given to tourists who are visiting Kopeng tourism including Viev Merbabu, Embun Merbabu, Merbabu Park.
Secondary	Visitor data	Documentation	Direct documentation of data regarding tourist visits in Kopeng

The data collection techniques used in this research are primary data and secondary data. Primary data was obtained by distributing questionnaires to tourists who were visiting Merbabu View, Embun Merbabu, and Merbabu Park. Then the researchers will make direct observations about the effect of digital marketing on increasing the number of tours. Secondary data were obtained from data on the number of visitors who came to visit three tours in Kopeng through data documentation regarding tourist visits in Kopeng tourism.

The following are the details of the data collection techniques used by the author: (1) Observation, is a research activity carried out directly without any intermediary or mediator. In this study, the authors used passive participation observation. Sugiyono (2015:312) suggests about passive participation observation "(passive participation): means the research is present at the scene of action but does not interest or participate". (2) Documentation, according to Sugiyono (2015:329) "documents are records of events that have passed. Documents can be in the form of writing, pictures, or monumental works of someone. (3) The questionnaire, according to Sugiyono (2015: 142), the questionnaire is an efficient data collection technique if the researcher knows with whom the variables will be measured and know what can be expected from the respondents. Questionnaires can be in the form of closed or open questions and can be given to respondents directly or sent by post or internet.

The scale used in this study is the Likert scale. Sugiyono (2015: 93) stated that the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

The scoring criteria for alternative answers for each item are as follows: (1) Score 5 for very good answer, (2) Score 4 for good answer, (3) Score 3 for moderately good answer, (4) score 2 for poor answer, (5) score 1 for the answer is very bad.

IV. Result and Discussion

3.1 Validity Test Results

Table 2. Test the Validity of Digital Marketing Variables and Tourist Visits

No	Variable & Item	r table	r count	description
Digital Marketing				
1.	Facebook	.161	.815	Valid
2.	Twitter	.161	.768	Valid
3.	Instagram	.161	.782	Valid
	Vacation			
5.	Tourist attraction	.161	.551	Valid
6.	Service Quality	.161	.766	Valid

From table 2, the validity test of Digital Marketing and Tourist Visits in this study shows that $r \text{ count} > r \text{ table}$ is 0.161. This shows that the questions on all the variables of this study are valid.

3.2 Instrument Reliability

Table 3. Digital Marketing Reliability Test

No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.4459	7.473	.696	.783
X1.2	17.2095	8.412	.662	.793
X1.3	17.1622	7.974	.662	.791

The variables in this study based on reliability tests showed the value of each indicator of the Digital Marketing variable had a Cronbach alpha value above 0.60 so it could be concluded that all of them were reliable.

Table 4. Tourist Visits Reliability Test

No	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.4459	7.473	.696	.783
X1.2	17.2095	8.412	.662	.793

The variables in this study based on the reliability test showed that the value of each indicator of the Tourist Visit variable had a Cronbach alpha value above 0.60 so it could be concluded that all of them were reliable.

3.3 Regression Analysis of the Influence of Digital Marketing and Tourist Visits on the Recovery of the Kopeng Tourism Economy

Table 5. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.277	.749	
	Digital Marketing	.294	.054	.382
	Tourist Visit	.463	.052	.605

The regression equation obtained from the table above is as follows:
 $Y1 = 0.294\text{DigitalMarketing} + 0.463\text{Tourism Visits}$

The analysis of the results of these calculations can be stated as follows:

- 1) Digital Marketing variable (X1) has a regression coefficient b1 of 0.294. This means that if the Digital Marketing variable (X1) increases by one unit with the assumption that other independent variables are considered constant, then the level of economic recovery will increase (Y1) by 0.294.
- 2) Tourist Visit Variable (X2) has a regression coefficient b2 of 0.463. This means that if the Tourist Visit variable (X2) increases by one unit with the assumption that other independent variables are considered constant, then the level of economic recovery will increase (Y1) by 0.463.

3.4 Digital Marketing Variable Hypothesis Test

Table 6. Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.277	.749		7.044	.000
<i>DigitalMarketing</i>	.294	.054	.382	5.457	.000
Tourist Visit	.463	.052	.605	8.831	.000

Test 1

To test the hypothesis using a t-test, the t-test basically shows how far the influence of the independent variables individually in explaining the variation of the dependent variable, with a significant condition of less than 5% (sig 0.05). The results of testing was the influence of digital marketing on the level of economic recovery obtained a significance value of 0.000 ($p < 0.05$). This means that digital marketing has a significant effect on the level of economic recovery.

Test 2

To test the hypothesis using a t-test, the t-test basically shows how far the influence of the independent variables individually in explaining the variation of the dependent variable, with a significant condition of less than 5% (sig 0.05). The results of testing the effect of tourist visits on the level of economic recovery obtained a significance value of 0.000 ($p < 0.05$). This means that tourist visits have a significant effect on the level of economic recovery.

V. Conclusion

Based on the results of the analysis and discussion, it can be concluded that there is a positive and significant relationship between digital marketing and the level of economic recovery. In other words, tourism sector companies that implement digital marketing will build and increase the level of economic recovery in tourism sector companies in the Kopeng area. Second, tourist visits also have a positive and significant relationship with the level of economic recovery in the tourism sector. It means that digital marketing and tourist visits have a positive and significant impact on increasing community economic recovery in the tourism sector in the Kopeng area. Future research should be able to use more samples to gather richer data results. To tourism managers in Kopeng to further develop digital marketing to reach more consumers and significantly influence the decision to visit potential tourists.

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