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Internal Digital Marketing Promotion Tourism in the Industrial Era 4.0

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Abstract

Digital marketing has become aspect important in promotion tourism in the Industrial 4.0 era. Government tourism office Regency Badung as responsible institution answer on promotion tourism in the region, too adopt digital technology in effort increase Power pull destination they. Abstract This serve analysis about challenges and opportunities facing the Tourism Department Regency Badung in implement digital marketing for promote tourist they. Challenge the covers limitations source Power people and budgets, intense online competition, and change social media platform algorithms. However, through implementation of appropriate strategies, such as increase staff digital skills, creating engaging visual and interactive content, and it works The same with digital influencers, Tourism Department can overcome challenge the. In abstract this is also proposed For utilise technology, do careful data analysis, and interweaving partnership with platforms and actors business local For increase effectiveness digital campaign. With optimizing application of digital marketing, Tourism Department Regency Badung can increase visibility destination tourism, interesting more Lots candidate tourists, and strengthen image destination they as objective attractive tourism in the Industrial 4.0 era.

Keywords: Digital Marketing, Tourism Service Regency Badung, Industrial Era 4.0

INTRODUCTION

In the era of industry 4.0 which continues to develop, digital technology has influenced almost all aspects of human life, including the tourism industry. The development of digital marketing has become one of the main factors in promoting tourism destinations throughout the world. Through the use of digital platforms such as social media, websites and mobile applications, the tourism industry can expand their reach and increase the attractiveness of their destinations to potential tourists. Digital marketing in tourism promotion has great potential in creating unique and personalized experiences for tourists. Through the use of visual and interactive content, digital marketing allows tourism destinations to convey interesting and relevant information to potential tourists in real-time. In addition, digital marketing also allows direct interaction between tourism destinations and tourists through comments, reviews and feedback, which strengthens the engagement and relationship between the two.

Apart from that, in the industrial era 4.0, digital marketing also provides opportunities for tourism destinations to collect and analyze user data more effectively. This data can provide valuable insight into the preferences and behavior of potential tourists, so that tourism destinations can develop more targeted and efficient marketing strategies. By utilizing technology such as web analytics, machine learning, and big data, tourism destinations can understand emerging market trends, identify potential market segmentation, and optimize their promotional efforts.

However, even though digital marketing offers many opportunities and benefits, challenges also arise in implementing effective tourism promotion strategies in the industrial era 4.0. One of them is increasingly fierce competition in achieving the attention of potential

tourists. In a digital world filled with countless content, tourism destinations must strive to differentiate themselves and attract the attention of their target audience through innovative and creative marketing strategies.

In addition, it is also important to consider the challenges related to security and privacy in the use of user data. In collecting and using user data, tourism destinations must ensure compliance with privacy and data protection regulations, as well as provide transparency to prospective tourists regarding the use of their data. In this context, it is important for tourism destinations to develop a strong understanding of effective digital marketing concepts and strategies. Considering the latest technological trends and developments as well as studying best practices in the tourism industry and digital marketing will be the key to success in promoting tourism in the industrial era 4.0.

the industrial era 4.0 and digital marketing is closely related to principles that are integrated with each other. Industrial revolution 4.0 includes (Hasmaidi.com, 2018):

1. The 1st Industrial Revolution, which first occurred after the discovery of the steam engine, resulted in great development and growth in industrial machines in England in 1764. This revolution had an impact on the agricultural and manufacturing / industrial sectors, especially the textile industry and its decline.
2. The 2nd Industrial Revolution was at the beginning of the 19th century, where improvements occurred on the process side, where processes on a large scale (mass production) is also known for its innovations from Ford. discoveries at this time are more towards electricity and transportation, this combination of production methods and developments has an influence on technology, especially for the iron, machinery, oil, chemical, vehicle and other industries.
3. The 3rd Industrial Revolution, known as the automation period, after the world war, was characterized by the use of automated high technology, using electronics and information technology. this is what continues to this day. where machines and increased production capacity and software are the main support for the manufacturing process .
4. The 4th Industrial Revolution that is currently being faced explains that machines and production capacity alone are not enough to create growth for a country. Along with this, the current development of information technology, software and hardware as well as the rapid development of internet use, the world economic forum (World Economic Forum) calls the current wave of change, with a wave of change that involves a combination of device and software technology that combines physical and digital things, which has a broad impact, much greater than the previous industrial revolution, industry, this technology is believed to be able to increase productivity up to 30%.

Badung Regency, located in Bali Province, Indonesia, is one of the world's leading tourist destinations. With its natural beauty, stunning beaches, rich cultural heritage and friendly local people, Badung Regency attracts tourists from all over the world. However, in the industrial era 4.0 which is dominated by digital technology, the Badung Regency Tourism Office needs to continue to innovate and adopt an effective digital marketing approach to expand the reach of their tourism promotions.

By optimizing digital marketing in tourism promotion in the industrial era 4.0, the Badung Regency Tourism Office can achieve their goal of increasing the number of tourists visiting Badung Regency. Through the right strategy and creative use of digital platforms, they can build an attractive destination image, increase tourist engagement, and create unique experiences for them.

This report will explore the role of digital marketing in tourism promotion in the industrial era 4.0, with a focus on the Badung Regency Tourism Office. This report will discuss effective digital marketing strategies, challenges faced, and practical recommendations for the Badung Regency Tourism Office in utilizing digital marketing to promote Badung Regency as an attractive tourism destination.

METHOD

Based on existing problems in the field. Problem about Digital Marketing in Tourism Promotion in the Industrial Era 4.0 at the Badung Regency Tourism Office :

Human Resources and Technological Capabilities

Service Badung Regency Tourism may face obstacles in adopting and utilizing digital technology effectively due to limited human resources who have knowledge and skills in digital marketing. The Industrial Era 4.0 demands a deep understanding of social media, data analysis, search engine optimization and other technologies to increase the visibility and attractiveness of tourism destinations.

Improper Use of Digital Platforms

Service Tourist Possible face difficulty in choose platforms digital Which appropriate For objective promotion tourist. Each platform has a different audience and different marketing strategies. If digital platforms are not chosen wisely, tourism promotion campaigns may fail to reach relevant target markets, and resources spent on promotion may not be maximized.

Lack of Relevant and Interesting Content

Strong, relevant and interesting content is the key to success in digital marketing campaigns. The Badung Regency Tourism Office must be able to provide content that arouses the interest of potential tourists to visit their destination. Lack of quality and creative content production can lead to a lack of destination attractiveness and a lack of interaction on social media.

The method of implementing this activity is by conducting direct observations and interviews at location of activities related to problems occurring in the field. The problems that occur are then analyzed after which solutions are sought through theories and scientific concepts that have been studied while studying at university.

RESULTS AND DISCUSSION

The Badung Regency Tourism Office can utilize digital marketing effectively to promote their tourism destinations in the industrial era 4.0

The Badung Regency Tourism Office can utilize digital marketing effectively to promote their tourism destinations in the Industry 4.0 era by following the following strategies:

1. Building a Responsive and Attractive Website :

website of the Tourism Office must be designed to be attractive, responsive and easy to access from various devices, including smartphones and tablets. This website must contain complete information about destinations, activities, accommodation, events and other facilities offered by Badung Regency. Also, make sure the website is optimized for search engines (SEO) so that it is easier for potential tourists to find when looking for information about the destination.

2. Presence on Social Media:

The Badung Regency Tourism Office must be active on various social media platforms such as Facebook, Instagram, Twitter and YouTube. With an active presence on this platform, they can communicate directly with potential travelers, share interesting content, photos, videos and carry out special promotions to increase engagement and brand awareness.

3. Creating Quality Content:

The Tourism Department must produce quality, informative and attractive content for the target market. This content can be in the form of articles, photos, videos, vlogs, or reviews of previous traveler experiences. Content quality will be interesting attention And motivating candidate traveler For visit destination the .

4. Partner with Digital Influencers and Online Communities:

Collaborating with relevant digital influencers and online communities focused on tourism can increase the exposure of Badung Regency destinations. Influencers with a large follower base can help increase brand awareness and attract more visitors.

The Badung Regency Tourism Office can use visual and interactive content in digital marketing to increase the attraction and engagement of potential tourists

Badung Regency Tourism can use visual and interactive content in digital marketing to increase the attraction and engagement of potential tourists by following the following strategies:

1. Destination Promotional Video:

Making promotional videos for attractive tourism destinations is an effective way to showcase the natural beauty, culture and tourist attractions in Badung Regency. Videos posted on platforms such as YouTube, Instagram and Facebook can attract the attention of potential tourists and invite them to explore more of the destination.

2. Storytelling Content :

Using storytelling content in the form of articles, blogs, or social media captions helps convey unique stories and experiences from previous travelers. Service Tourist can tell story inspirational about journey para tourists, experiences local, and the unique charm of the destination tourist Badung .

3. Content Interactive on Website :

Service Tourist can provide content interactive on their website, such as map interactive Which displays attractions And facilities, quiz interactive about destination, or calculator journey For help candidate traveler plan journey they in a way more easy .

4. Increase Involvement through Contest :

Stage photo or video contest with present interesting can increase involvement And participation of candidates tourists. Contest sort of This Also can help expand range campaign digital And increase awareness brand destination .

5. Live Streaming Events and Activities:

The Tourism Department can do it live stream interesting events, festivals or tourism activities. This will give potential tourists the opportunity to see real life in the destination, as well as give them more encouragement to visit Badung Regency.

Utilizing visual and interactive content in digital marketing will help the Badung Regency Tourism Office to strengthen the attractiveness of their tourism destination, invite participation from potential tourists, and create an immersive experience before visitors actually visit the place. This will also increase engagement and interaction with the audience, which can have a positive impact on the image and popularity of Badung Regency as an attractive tourism destination.

Challenges faced by the Badung Regency Tourism Office in implementing digital marketing in tourism promotion, and how to overcome these challenges.

Challenges faced by the Badung Regency Tourism Office in implementing digital marketing in tourism promotion includes:

1. **Limited Human Resources and Technological Capabilities:** Not all team members at the Tourism Office have sufficient knowledge and skills in digital marketing. Implementing complex digital technology requires skilled human resources. If there is not enough competence, the use of digital technology will be less effective.

Solution: Conduct training and skills development for relevant staff in digital marketing. The Tourism Department may also consider collaborating with a digital agency or contracting digital marketing professionals to help manage promotional campaigns.

2. **Budget Constraints:** The Badung Regency Tourism Office may face budget limitations to manage an ambitious digital marketing campaign.

Solution: Focus on digital marketing strategies that provide the best results with a limited budget. Some social media platforms, such as Instagram and Facebook, provide more affordable advertising options, which can help in expanding the reach of a campaign.

3. Social Media Platform Algorithm Changes: Social media companies often make changes to their algorithms, which can affect the visibility of tourism promotional content.

Solution: The Tourism Department must always monitor algorithm changes and adjust promotional strategies as needed. Using multiple social media platforms can help reduce the risk of depending on just one platform.

4. Data Security and Privacy: Tourism promotion involves the collection of user data, and data security and privacy are major concerns.

Solution : Ensure that the Tourism Department complies with data protection rules and regulations. Transparency in data collection and use, as well as providing user consent options, will help increase the trust of potential travelers.

By overcoming this challenge, the Badung Regency Tourism Office can optimize the application of digital marketing in their tourism promotion. Through a strategic, creative and adaptive approach, they can increase the attractiveness of the destination and increase tourist visits to Badung Regency.

CONCLUSION

Digital marketing has become a very important tool in promotion tourist on era Industry 4.0, including in the Department Tourist Regency Badung. Through the use of digital technology, the Tourism Department can reach a wider audience, increase the visibility of tourism destinations, and build stronger relationships with potential tourists. However, implementing digital marketing also faces several challenges, such as limited human resources and budget, intense online competition, and changes in social media platform algorithms. However, with the right strategy, the Badung Regency Tourism Office can overcome these challenges and increase the success of their digital campaigns.

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