



Optimization of Digital Marketing Strategies to Increase Revenue from The Tourism Sector in Kota Pari Village

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Abstract. Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency, was the focus of this research because its residents saw a need to promote its tourist attractions online. The term "digital marketing" refers to the usage of digital tools by the majority of an organization's marketing team. To increase marketing and reach target markets via digital marketing, the tourism administrators in Kota Pari Village are the primary focus of this research. To do this, they will need to make use of information dissemination tools and online sales promotion, such as social media and websites, which are accessible to people all over the world. Material to be submitted to the research This is a digital marketing approach for the tourism industry to ensure a high volume of customers. In Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency, the findings indicated that both strategy (X1) and digital marketing (X2) had a favorable and significant influence on increasing visits to tourism areas. With the results of this study, businesses and tourists in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency can adapt to the changing times and provide for the needs of those who come to visit.

Keywords: Strategy, Marketing, Digital, Tourism Destinations.

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1. Introduction

It's impossible to divorce tourism and the economy from human existence because both depend on it. Tourists can be enticed to visit a certain area thanks to the unique attractions that can be found there. As a result of globalization, the tourist sector is rapidly evolving, both in terms of the objects that attract visitors and the methods by which they are marketed. The tourism industry is targeted for development because it may generate regional and national money, employ people, and entice new investments. Exploring and enhancing existing tourism objects as the main attraction is one policy that can support the development of investment. The fact that everyone enjoys visiting attractions and tourist destinations means that they contribute to economic growth by providing jobs and income. The evolution of computers and the Internet have altered human interaction. People are able to quickly and easily acquire knowledge thanks to the widespread availability of the internet. The internet has been instrumental in the growth of many industries, including the travel industry. Because it may reduce boredom and as a place of pleasure, the internet has become a requirement in the search for information connected to planning, making tourism decisions, and all the needs of its users.

The evolution of computers and the Internet have altered human interaction. People are able to quickly and easily acquire knowledge thanks to the widespread availability of the internet. The internet has been instrumental in the growth of many industries, including the travel industry. Planning, decision-making, and satisfying all of the customer wants and needs in the tourism industry have all made heavy use of the internet. because it serves as a relaxing getaway and a means to combat monotony. The evolution of computers and the Internet have altered human interaction. People are able to quickly and easily acquire knowledge thanks to the widespread availability of the internet. The internet has been

instrumental in the growth of many industries, including the travel industry. Planning, decision-making, and satisfying all of the customer wants and needs in the tourism industry have all made heavy use of the internet. The internet has been instrumental in the growth of many industries, including the travel industry. Planning, decision-making, and satisfying all of the customer wants and needs in the tourism industry have all made heavy use of the internet. The internet has been instrumental in the growth of many industries, including the travel industry. Planning, decision-making, and satisfying all of the customer wants and needs in the tourism industry have all made heavy use of the internet.

The rise of digital and electronic data has altered every aspect of human life, from age-old practices to modern communications over the internet. Because digital technology, like social media, is seen as a human liaison through the form of interfaces and as an important facility in connection, it is often perceived as a translator and facilitator[1]. During the current CoVD-19 Pandemic, this is becoming increasingly likely. Due to geographical constraints, people increasingly communicate via online platforms like WhatsApp, Instagram, Twitter, and Facebook. The proliferation of social media apps opens up new avenues for local commerce. Services, such as tourism, are beginning to embrace social media as a way to draw public attention, expanding the scope of social media's potential beyond product-based businesses.

Located on the seaside, Kota Pari Village in Pantai Cermin District, Serdang Bedagai Regency is a popular destination for both domestic and international tourists. The presence of tourist attractions has both beneficial and bad effects on the local society. The discovery of tourist attractions in the area can have a significant impact on the local economy, allowing residents to either capitalize on the influx of new business by opening their own tourism-related enterprises or finding work as tour guides. Meanwhile, the displacement of locals to make way for parking lots and tourist hotspots is the unintended consequence in question.

The goal of digital marketing is to build relationships with consumers through the promotion of products and services offered by businesses through digital channels[2]. The phrase "Internet Marketing" is commonly used to refer to an outsider's perspective on integrating digital and analog marketing strategies. To increase consumer interest, businesses can utilize social media to spread the word about products and services because that's how new interest is generated in response to marketing campaigns. It is widely accepted that the best approach to introduce the world to a country's cultural riches and tourism opportunities is through promotion via online media or social media, sometimes known as digital marketing. When compared to traditional forms of media, the reach and speed of social media are unparalleled.

2 Literature Review

2.1. Definition of Marketing

The term "market" is where "marketing" gets its start. When it comes to the success or failure of a business, marketing is one of the most important factors. To satisfy their wants and needs, customers engage in marketing, as defined by[3]in[4]. According to yet another definition of marketing given in [5]When businesses plan, price, promote, and distribute their goods and services with the end goal of meeting customer demands, they are engaging in marketing.

According to[6]in[7], marketing is the social and managerial process through which customers' demands and requirements are addressed through the production and distribution of goods and services. According to[8], marketing is a collection of actions through which firms and organizations generate value-for-value exchanges. What we call "marketing" is the end result of all the commercial actions that go into getting products and services from manufacturers to customers.[9]in[10].

2.2 Understanding Strategy

According to [11] Every organization needs a strategy when facing the following situations:

- 1) Limited resources.
- 2) There is uncertainty about the competitive strength of the organization.
- 3) The commitment to resources is irreversible.
- 4) Decisions must be coordinated across departments over time.

5) There is uncertainty about initiative control.

Every business must have a thorough comprehension of the marketing strategy in order to realize the plan's goals. In this respect, it is imperative that every business carefully consider its marketing approach. The restaurant industry is one that will last forever. Not just the major metropolitan areas, but minor urban centers as well. Competition is high in the food industry due to the wide variety of existing firms, thus it's important to have a solid food marketing plan. According to [12], strategy is the process of determining where to place the company's mission, determining what the organization's main goals and objectives are, and developing policies and strategies to achieve those goals while taking into account both the organization's internal and external strengths.

2.3. Digital Marketing

Businesses that provide goods or services to consumers will need to engage with those consumers more frequently, either directly or through intermediaries. As a result, there will be a number of steps involved, from prepping the products and services all the way through to the delivery of their benefits to the clients that use them. In this way, a business can take into account the service delivery process. Digital marketing, as defined by [13], makes use of digital technologies and the internet as promotional tools. The importance of incorporating online strategies into established marketing plans. The scope of this concept is limited to conventional forms of advertising.

According to [14], "digital marketing" is a subset of marketing that primarily makes use of digital media to spread the word about a business's wares and get in touch with potential customers. The term "digital marketing" refers to a wide range of promotional activities that do not only occur online. While PhamendytaAldaning Azaria, SrikandiKumadji, and FransiscaYaningwati (2014) cite Chaffey, they define Digital marketing from the perspective of how the internet can be used in tandem with traditional media to acquire and provide services to customers. First, e-marketing technology has improved the effectiveness of several previously established marketing tactics. E-marketing is an alternate phrase that can be understood to have a larger reach, since it can relate to the application of technology to external and internal marketing aims.

3 Method

3.1. Research Materials

Quantitative descriptive research is used in this study. The research methodology is a systematic approach to collecting information for a defined objective [16]. The independent variables in a study's analysis of the dependent variable are described and explained using a quantitative descriptive research method [16]. Surveys are a type of quantitative research. Causal explanations and hypothesis testing can be better understood through survey research.

According to [16] the definition of survey research is research using questionnaires as a research tool that is conducted on large and small populations, but the data studied is data from samples taken from the population in order to find the relative incidence, distribution, and relationships between sociological and psychological variables. In light of the foregoing, we may say that the research method is a scientific means to an end, consisting of a sequence of actions involving the approaches and methodologies employed in the actual implementation of the research. The quantitative method, on the other hand, is a way of conducting research that places more emphasis on studying objective phenomena through numerical and statistical analysis.

3.2. Place and time of research

This research was conducted in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency, North Sumatra. The time for conducting this research starts from October 2022 to February 2023.

3.3. Population and Sample

According to [16], a population is a broad category that includes all the things or people with which a researcher is concerned enough to conduct an investigation and develop conclusions. All of Kota Pari Village served as the sample population for this analysis. In research, a sample is a specific subset of a larger population that is collected in a controlled manner in order to accurately portray the entire

population. The traits represented in the sample are representative of those in the population as a whole. If the research population is big and there are constraints on the study, this method of sampling may be used. For this sample to be representative of the overall population, the selection criteria must be as broad as possible. The following information informed the researcher's choice to choose a non-probability sampling strategy for this study's sample gathering. Non-probability sampling, as defined by [16], is a method of sampling that does not give each member of the population or each element equally likely chances of being selected as a sample. Purposeful sampling is utilized, which is a non-probability method. There are specific factors to think about while using the sampling method of "purposeful sampling" [16]. Thirty tourists to Kota Pari Village served as respondents in this study.

3.4. Data analysis method

The data analysis method is part of the data testing process whose results are used as sufficient evidence to draw research conclusions [16]. The method of data analysis in this study is a questionnaire. The questionnaire is a power collection technique that is carried out by giving a number of written questions to the respondent to answer. Questionnaires are an efficient data collection technique when the researcher knows exactly the variable to be measured and knows what can be expected from the respondent. Research on the results of the questionnaire using a Likert Scale. Likert scale is a question that shows the level of agreement or disagreement of respondents.

3.5. Data analysis technique

Classic assumption test

In order to produce an accurate data analysis, a regression equation should fulfill the classical assumptions including Normality, Multicollinearity, and Heteroscedasticity.

Normality test

Aims to find out whether each variable is normally distributed or not. The normality test is needed to carry out other variable tests by assuming that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid and parametric statistics cannot be used [17]. Data normality detection is used by looking at the distribution of data (points) in the dialog of the scatter diagram. The basis for decision making is that if the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. Conversely, if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption.

Multicollinearity Test

Aims to test whether the regression model found a correlation between the independent variables. In a good regression model there should be no correlation between the independent variables or the independent variables. If the independent variables are correlated, then this variable is not orthogonal. Orthogonal variables are independent variables with a correlation value between the independent variables equal to zero. Tolerance values and variance inflation factor (VIP) can be measured through the SPSS program. If the VIP value < 10 and the Tolerance value > 0.1 , it can be concluded that there is no multicollinearity problem, and vice versa.

Heteroscedasticity Test

According to [18] one way to detect whether there is heteroscedasticity is to do the Glejser test. The Glejser test proposes to regress the residual absolute values to the independent variables. A regression model can be said to be free from heteroscedasticity problems if the points are spread evenly then heteroscedasticity does not occur, conversely if the dots accumulate in one place, then heteroscedasticity has occurred.

Multiple Linear Regression Analysis

The data analysis method used in this study is multiple linear regression. Multiple linear regression analysis is intended to determine the linear relationship between the three independent variables and the dependent variable. The equation used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Information:

Y = Increase in Visits to Tourist Destinations

α = Constant

β = Coefficient of Multiple Regression (Multiple Regression)

X1 = Strategy

X2 = Digital Marketing

ε = Error Term

Hypothesis testing

Partial Test (t-test)

According to (Ghozali, 2018) The t statistical test functions to analyze partial regression (independent variable with the dependent variable), so the value used to test the hypothesis is the "t-value", so you can see the profitability value. Another way that can be used to see the significance of each variable is to compare the sig value in the SPSS output results with the level of confidence used in the study (eg $\alpha = 5\%$). There are several basic decision making, namely:

If Sig > 0.05 then H₀ rejected

If sig < 0.05 then H₀ accepted.

Simultaneous Test (F-Test)

According to (Ghozali, 2018) Simultaneous testing aims to test whether all the independent variables contained in the model have a simultaneous effect on the dependent variable. As for the criteria for carrying out the F test, if the Fcount value < Ftable or significance value > of the significant level ($\alpha 0.05$), then there is no simultaneous and significant effect between the independent variables on the dependent variable. Conversely, if the Fcount > Ftable or the significance value < from the significant level ($\alpha 0.05$), then there is a simultaneous and significant effect between the independent variables on the dependent variable.

Determinant Coefficient (R²)

This test is used to measure the closeness of the relationship between the coefficient of determination, namely the number indicating the magnitude of the variance or dispersion of the independent variables that explain the dependent variable or the number indicating how much the dependent variable is influenced by the independent variable. The magnitude of the coefficient of determination is between 0 to 1 ($0 < R^2 \leq 1$). If R² the greater the close to 1 indicates the stronger the influence of the independent variable on the dependent variable. If R² is getting smaller, close to zero, it can be said that the influence of the independent variable on the dependent variable is getting smaller (Ghozali, 2018).

4 Results and Discussion

4.1. Research result

Classic assumption test

Before testing the hypothesis in this study, the Classical Assumption test was first carried out to ensure that the multiple linear regression test tool was feasible or not to be used in hypothesis testing.

Data Normality Test

The Normality Test aims to test whether in a regression, the confounding variables or residuals are normally distributed or not. Good regression model data distribution is normal or close to normal.

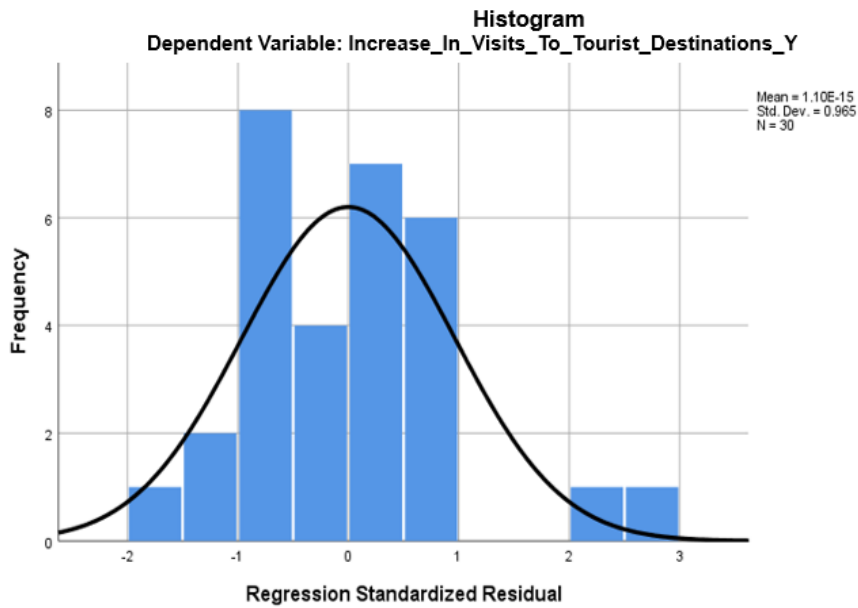


Figure 1. Histogram Normality Test
Source: SPSS Processing Results 25, 2023

Based on Figure 1., the results of the data normality test show that the data has been distributed normally, where the histogram has a bell-shaped line and has no slope to the left or right.

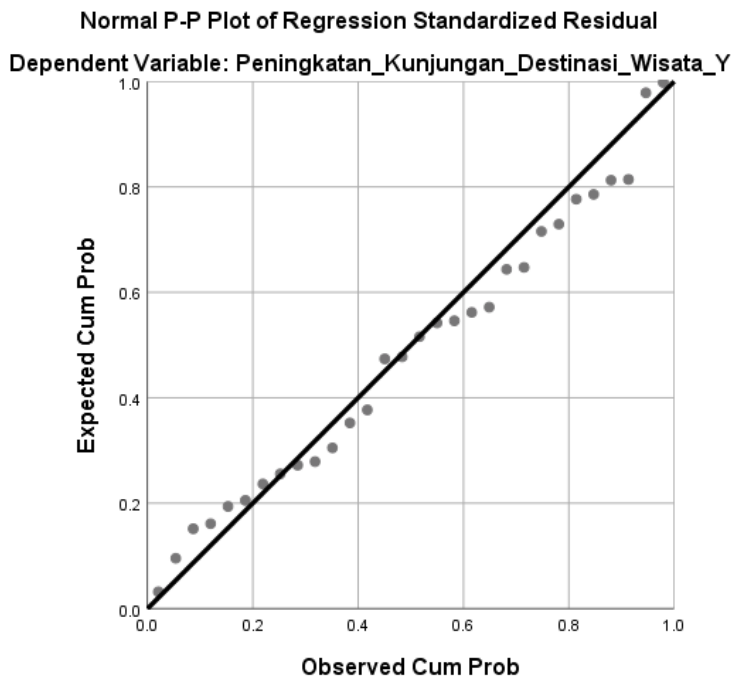


Figure 2. PP Test Plot Normality Test
Source: SPSS Processing Results 25, 2023

Based on Figure 2., the results of the data normality test using the PP Plot image show that the data points for strategy and digital marketing variables are spread around the diagonal line so that the data is normally distributed. Based on the figure above, it can be concluded that after the data normality test is carried out, the data for strategy and digital marketing variables on increasing visits to tourist destinations are normally distributed.

Multicollinearity Test

Table 1. Multicollinearity Test Results
Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	Strategy_X1	.152	6,583
	Marketing_Digital_X2	.152	6,583

a. Dependent Variable: Increase_Visit_Destination_Travel_Y

Source: SPSS Processing Results 25, 2023

Based on Table 1., it can be explained that the Tolerance and VIF values for strategy variables (X1) and digital marketing (X2) have a Tolerance value of 0.152 and a VIF value of 6.583. Based on the results of data processing using SPSS 25, Tolerance and VIF above, it can be seen that these variables have a Tolerance value of > 0.1 and a VIF value < 10 so that it can be concluded that the strategy variable (X1) and digital marketing (X2) have no symptoms multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an unequal variance from the residual one observation to another. A good regression model is one that does not have heteroscedasticity. In this study the method used to detect heteroscedasticity symptoms is by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID).

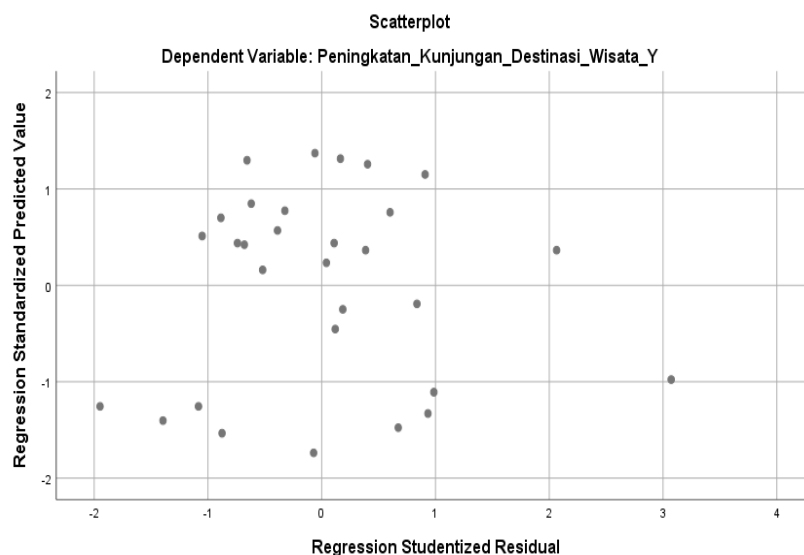


Figure 3. Heteroscedasticity Test Scatterplot

Source: SPSS Processing Results 25, 2023

Based on Figure 3., the scatterplot shows that the points that have been generated are spread randomly and do not form a particular pattern or trend line. The figure above also shows that the distribution of data is around the zero point. The results of this test indicate that this regression model is free from heteroscedasticity problems.

Multiple Linear Regression Analysis

Multiple linear regression aims to calculate the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. The formula for multiple regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Table 2. Results of Multiple Linear Regression Analysis

		Coefficientsa				
		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
Model		B	std. Error	Betas		
1	(Constant)	2055	1,090		1885	0.070
	Strategy_X1	0.589	0.106	0.694	5,570	0.000
	Marketing_Digital_X2	0.331	0.142	0.290	2,330	0.028

a. Dependent Variable: Increase_Visit_Destination_Travel_Y

Source: SPSS Processing Results 25, 2023

Based on Table 2., the results of multiple linear regression tests, the following results can be obtained:

$$Y = 2.055 + 0.589X1 + 0.331X2 + e$$

It is known that the constant value is 2,055. This value can be interpreted if strategy (X1) and digital marketing (X2) have an effect on the dependent variable increasing tourist destination visits (Y), then the value of the dependent variable increasing tourist destination visits (Y) is 2.055.

It is known that the regression coefficient value of the strategy variable (X1) is 0.589 which is positive. This means that when the strategy (X1) increases by 1 unit, the increase in visits to tourist destinations (Y) increases by 0.589.

It is known that the regression coefficient value of the digital marketing variable (X2) is 0.331 which is positive. This means that when digital marketing (X2) increases by 1 unit, the increase in visits to tourist destinations (Y) increases by 0.331.

Hypothesis testing

Partial Test (t test)

Partial test (t test) was conducted to determine the influence of the independent variable on the dependent variable. The variables here are strategy (X1) and digital marketing (X2) to increase visits to tourist destinations (Y).

Table 3. Partial Test Results (t test)

		Coefficientsa				
		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
Model		B	std. Error	Betas		
1	(Constant)	2055	1,090		1885	0.070
	Strategy_X1	0.589	0.106	0.694	5,570	0.000
	Marketing_Digital_X2	0.331	0.142	0.290	2,330	0.028

a. Dependent Variable: Increase_Visit_Destination_Travel_Y

Source: SPSS Processing Results 25, 2023

Based on Table 3., it can be seen that the tcount value of the strategy variable (X1) > from ttable is 5,570 > 1,697 and sig <alpha is 0,000 <0.05, meaning that the strategy variable (X1) has a positive and significant effect on increasing visits to tourist destinations (Y) in Kota Pari Village, PantaiCermin District, SerdangBedagai Regency.

It is known that the tcount value of the digital marketing variable (X2) > from ttable is 2,330 > 1,697 and sig <alpha is 0.028 <0.05, meaning that the digital marketing variable (X2) has a positive and significant effect on increasing tourist destination visits (Y) in urban villages Pari, PantaiCermin District, SerdangBedagai Regency.

Simultaneous Test (Test F)

Simultaneous test (F test) was carried out to find out the strategy (X1) and digital marketing (X2) to increase visits to tourist destinations (Y). In the following, the results of the simultaneous test are presented.

Table 4. Simultaneous Test Results (Test F)

		ANOVA ^a				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	586,819	2	293,409	198,641	0.000 ^b
	residual	39,881	27	1,477		
	Total	626,700	29			

a. Dependent Variable: Increase_Visit_Destination_Travel_Y

b. Predictors: (Constant), Marketing_Digital_X2, Strategy_X1

Source: SPSS Processing Results 25, 2023

Based on Table 4., it can be seen that the results of the $F_{count} > F_{table}$ are $198,641 > 2.53$, while $sig. < \alpha$ is $0.000 < 0.05$, indicating that simultaneously strategy (X1) and digital marketing (X2) have a positive and significant effect on increasing visits to tourist destinations (Y) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

Coefficient of Determination (R²)

The determinant test was carried out to determine the ability of the independent variables strategy (X1) and digital marketing (X2) to explain the dependent variable increasing tourist destination visits (Y). The following are the results of the determinant test.

Table 5. Test Results for the Coefficient of Determination (R²)

Summary model ^b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	0.968 ^a	0.936	0.932	1.21535	2,573

a. Predictors: (Constant), Marketing_Digital_X2, Strategy_X1

b. Dependent Variable: Increase_Visit_Destination_Travel_Y

Source: SPSS Processing Results 25, 2023

Based on Table 5., you can see the R Square number of 0.936 which can be called the coefficient of determination in this case meaning that 93.6% increase in visits to tourist destinations (Y) can be obtained and explained by strategy (X1) and digital marketing (X2). While the remaining $100\% - 93.6\% = 6.4\%$ is explained by other factors or variables outside this research model.

Discussion

The Effect of Strategy on Increasing Tourist Destination Visits

Based on the results of the analysis, the t_{count} value of the strategy variable (X1) $>$ from t_{table} is $5,570 > 1,697$ and $sig < \alpha$ is $0,000 < 0.05$, meaning that the strategy variable (X1) has a positive and significant effect on the variable increasing tourist destination visits (Y) in the village Pari City, Pantai Cermin District, Serdang Bedagai Regency. Tourism is a sector that has the potential to be developed as one of the attractions to bring tourists to the tourist area of Kota Pari Village. In an effort to attract tourist visits, programs for the development and utilization of resources and tourism potential of an area need to be managed with careful planning.

With a strategy that is on target, the Kota Pari Village tourism area will become a more developed and advanced area. Development Strategy in Efforts to Increase Tourist Visits in Kota Pari Village which are faced by village officials and all the people who manage tourism in Kota Pari Village. Various existing obstacles are faced with a way out as an effort to be made in dealing with the obstacles that occur. Strategies that are implemented and developed in tourist areas will be well realized, if there is cooperation between the community and managers. This will have a good impact by increasing tourist visits to the tourist area of Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

The Effect of Digital Marketing on Increasing Tourist Destination Visits

Based on the results of the analysis, the tcount value data of the digital marketing variable (X2) > from ttable is 2,330 > 1,697 and sig <alpha is 0.028 <0.05, meaning that the digital marketing variable (X2) has a positive and significant effect on the variable increasing tourist destination visits (Y) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

Digital marketing media used by tourists to get tourism information for Kota Pari Village, including Facebook, Twitter, Instagram, applications. But the app doesn't provide much thorough information. Every tourism activity is sometimes not enshrined by the tourism management. The impression is that the tour is less attractive. Digital Marketing has had a huge influence on increasing tourist visits in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

The Effect of Strategy and Digital Marketing on Increasing Tourist Destination Visits

Based on the results of the analysis, the Fcount value data of the strategy variable (X1) and digital marketing (X2) > from tcount, namely 198,641 > 2.53 and sig <alpha, namely 0.000 <0.05, meaning that the strategy variable (X1) and digital marketing (X2) have a positive effect and significantly to the variable increase in visits to tourist destinations (Y) in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency.

The implementation of strategy and digital marketing that is not optimal has certainly had an impact on the number of tourist visitors to Kota Pari Village. The lack of special offers or interesting events makes tourists pay less attention to and pay attention to their social media or websites so that tourists do not pay attention to the content presented by the Kota Pari Village tourism manager. In addition, the website is not comprehensive enough to provide comprehensive information. Lack of documentation loaded on the web. As a result, the information that the public or visitors want and need is not fulfilled so they feel reluctant to visit in this new normal era. Therefore, the use of digital marketing that has been implemented in Pari Kota Tourism Village has not been maximized.

5. Conclusion

The strategy in marketing tourism objects in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency is still lacking in making the public or potential visitors interested in visiting. There needs to be interesting innovations in order to make tourists visit more and more loyal.

The use of digital marketing is not optimal. This is a consideration for the management of the Kota Pari Village tourist destination to further maximize its application. Such as by adding the latest photo or video content regarding the products provided, providing additional information about the products, improving feeds on social media to make them look neater and more attractive. The content provided includes in-depth information about Kota Pari Village tourism products.

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