

ENHANCING TOURIST VISITS THROUGH DIGITAL PROMOTION IN BONGKASA PERTIWI VILLAGE

Gusti Ngurah Indra Ariestyawan*✉, Ida Bagus Putra Yadnya, Francisca Titing Koerniawaty
Program Magister Terapan, Program Studi Perencanaan Dan Pengembangan Pariwisata/ Institut Pariwisata Dan Bisnis Internasional, Denpasar, Indonesia

✉ indraariestyawan20@gmail.com

✉ putrayadnya890@gmail.com

✉ francisca@ipb-intl.ac.id

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Abstract

The development of digital technology has changed the way tourist destinations are promoted, but tourist villages still face limitations in utilizing digital media. This study aims to design a digital promotion strategy to increase the popularity and tourist visits to Bongkasa Pertiwi Tourism Village, Bali. A descriptive applicative qualitative approach was used through interviews, observations, and documentation. Analysis was conducted thematically with a SWOT framework to identify supporting and inhibiting factors. The results show that digital strategies have not been optimally integrated, with the main obstacles being limited human resources, less systematic content planning, and minimal involvement of MSMEs. The strategy is designed to integrate Community-Based Tourism, the 6A concept, the AISAS model, and Cyber Public Relations, with a focus on authentic content and two-way interaction. This strategy has the potential to increase visibility and encourage sustainable tourism.

Keywords: AISAS, Community-Based Tourism, Cyber Public Relations, Digital Promotion, Tourism Village

Abstrak

Perkembangan teknologi digital telah mengubah cara promosi destinasi wisata, namun desa wisata masih menghadapi keterbatasan dalam pemanfaatan media digital. Penelitian ini bertujuan merancang strategi promosi digital untuk meningkatkan popularitas dan kunjungan wisatawan ke Desa Wisata Bongkasa Pertiwi, Bali. Pendekatan kualitatif deskriptif aplikatif digunakan melalui wawancara, observasi, dan dokumentasi. Analisis dilakukan secara tematik dengan kerangka SWOT untuk mengidentifikasi faktor pendukung dan penghambat. Hasil menunjukkan bahwa strategi digital belum terintegrasi secara optimal, dengan kendala utama berupa keterbatasan sumber daya manusia, perencanaan konten yang kurang sistematis, dan minimnya keterlibatan UMKM. Strategi yang dirancang mengintegrasikan Community Based Tourism, konsep 6A, model AISAS, dan Cyber Public Relations, dengan fokus pada konten autentik dan interaksi dua arah. Strategi ini berpotensi meningkatkan visibilitas dan mendorong pariwisata berkelanjutan.

Kata kunci: AISAS, Community Based Tourism, Cyber Public Relations, Desa Wisata, Promosi Digital

INTRODUCTION

The development of digital technology has brought significant changes to the tourism industry, particularly in the way destinations are promoted and accessed by tourists. Digital media has now become the primary means for information searching, decision-making, and sharing travel experiences. This phenomenon indicates that digital promotion strategies play a crucial role in enhancing the visibility and competitiveness of a tourism destination. On the other hand, global tourism trends are increasingly shifting toward a growing interest among tourists in destinations that are authentic, rooted in local culture, and sustainable (Wisnawa et al., 2021).

Tourism villages, as a form of implementing Community Based Tourism (CBT), position local communities as the main actors in tourism development (Goodwin & Santilli, 2009). One tourism village

with significant potential is Bongkasa Pertiwi Tourism Village in Badung Regency, Bali. This village offers various attractions, including nature tourism (Ayung River rafting, trekking, cycling), cultural tourism (Barong performances, shadow puppetry, and traditional dance), as well as educational potential such as trigona honey cultivation and Bali starling conservation. However, this potential has not been fully optimized, particularly in terms of digital promotion.

Data show that although Badung Regency has a high number of tourist visits, both domestic and international, the distribution of visits is still concentrated in southern areas such as Kuta, Seminyak, and Nusa Dua. Bongkasa Pertiwi Tourism Village is still in a developing stage, with a relatively low number of visits, approximately 97,029 visits with a daily average of 457–487 visitors (Badan Riset dan Inovasi Daerah, 2024). This indicates a gap between potential and actual visitation levels, one of which is caused by weak digital promotion strategies.

Several researchers have focused on the development of digital promotion in tourism. Putra & Isnawijayani (2024) emphasize the importance of community digital literacy in improving the quality of promotional content. Pratiwi et al. (2023) show that the involvement of village youth can strengthen sustainable digital promotion. Sakinah (2024) examines the implementation of Cyber Public Relations through social media and influencers in building destination image. Furthermore, Damianus & Saeni (2024) highlight the effectiveness of the AISAS model in attracting attention and encouraging tourists to share their experiences, while Wisnawa (2024) underscores the importance of balancing digitalization and authenticity in building tourist loyalty.

Although these studies have made important contributions, there are still limitations in research regarding the comprehensive and applicable integration of digital promotion strategies based on local potential, particularly in tourism villages that are still in the development stage. Most studies tend to focus on specific aspects such as training, the role of youth, or the use of certain media, but have not yet integrated all elements of digital promotion strategies in a systematic and sustainable manner according to the characteristics of the destination.

Therefore, this study aims to design a targeted, creative, and locally based digital promotion strategy to increase the popularity and tourist visits to Bongkasa Pertiwi Tourism Village. Specifically, this research seeks to identify existing digital promotion strategies, analyze supporting and inhibiting factors, and formulate an effective and integrated digital promotion strategy.

The scientific contribution of this study lies in the development of a digital promotion strategy model that is not only conceptual but also applicative through empirical outputs such as visual promotional content, digital videos, and a strategic framework based on the AISAS model and Cyber Public Relations approach. Thus, this research is expected to contribute to the development of communication and tourism studies, particularly in the context of community based digital destination promotion, and serve as a practical reference for tourism village managers in enhancing competitiveness in the digital era.

METHODS

This study employs a descriptive applied qualitative approach aimed at providing an in depth understanding of digital promotion practices and formulating more effective and contextual strategies. This approach was chosen because it is capable of capturing phenomena holistically, including the social, cultural, and digital communication dynamics occurring in the field. Furthermore, its applied nature is intended to

produce strategic recommendations that can be directly implemented in the development of digital promotion for tourism villages.

Research Location and Subject

The research was conducted in Bongkasa Pertiwi Tourism Village, Abiansemal District, Badung Regency, Bali. This location was selected due to its diverse potential in natural tourism, cultural attractions, and micro, small, and medium enterprises (MSMEs), despite its relatively low level of popularity and tourist visits. These conditions make the village a relevant object of study for analyzing digital promotion strategies based on local potential.

Types and Sources of Data

This study utilizes two types of data:

- Primary data, obtained through in-depth interviews and direct observations of tourism village managers, village officials, and local MSME actors.
- Secondary data, obtained from official village documents, activity reports, social media content (Instagram, TikTok, Facebook, website), and scientific literature related to digital tourism promotion.

The data sources were selected using a purposive sampling technique, considering the direct involvement of informants in the digital promotion activities of the tourism village.

Data Collection Tools and Methods

The main instrument in this study is the researcher, supported by:

- Semi structured interview guidelines, used to explore strategies, constraints, and informants' perceptions.
- Observation guidelines, used to directly observe digital promotion practices.
- Documentation, in the form of village archives and digital content.

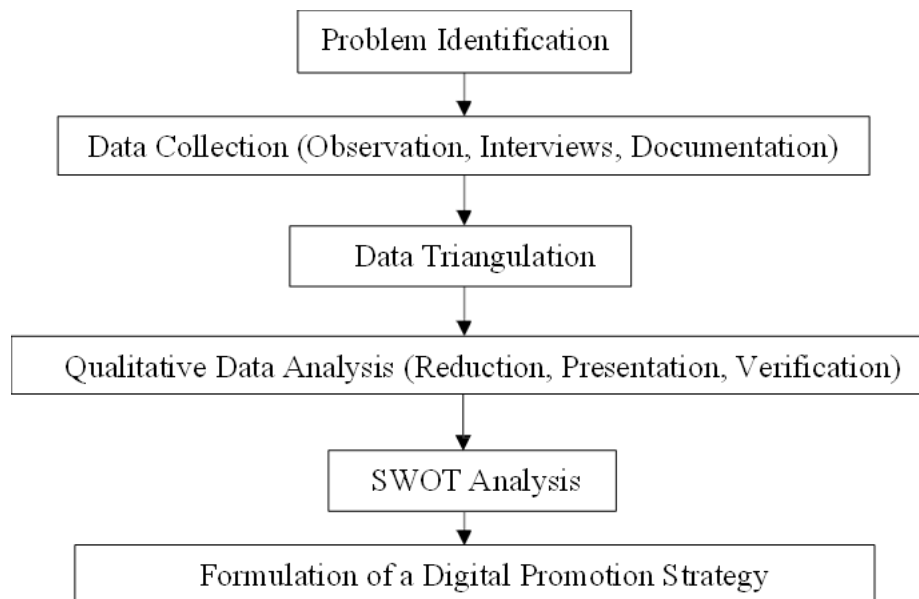
Data collection techniques include:

- Observation, to examine digital promotion activities and actual conditions in the field
- Interviews, to obtain in-depth information from key informants
- Documentation, to support and verify empirical data

These three techniques are used in an integrated manner to produce comprehensive and complementary data.

Research Phases

To facilitate a clearer understanding of the research process, the following outlines the sequence of research stages:



Gambar 1. Activity Workflow

Data Analysis

Data analysis was conducted in several stages as follows:

- Data reduction, which involves selecting and simplifying data according to the research focus
- Data presentation, in the form of descriptive and thematic narratives
- Conclusion drawing, based on patterns and relationships among the findings.

To ensure data validity, triangulation techniques were applied, including source triangulation, methodological triangulation, and time triangulation.

Furthermore, the data were analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify internal and external factors influencing digital promotion. The results of this analysis served as the basis for formulating practical and sustainable digital promotion strategies.

Relationship Between Method and Results and Discussion

The method used in this study is directly related to the results and discussion. Data obtained from interviews and observations were used to address the research questions regarding the condition and implementation of digital promotion. Meanwhile, the results of the SWOT analysis served as the basis for formulating digital promotion strategies discussed in the results and discussion section.

Thus, the research method not only functions as a tool to describe the phenomenon but also serves as an analytical foundation for generating strategic solutions to enhance the popularity and tourist visits to

Bongkasa Pertiwi Tourism Village.

RESULTS AND DISCUSSION

Digital Promotion Strategy Design for Bongkasa Pertiwi Tourism Village. Based on field analysis and previous findings, the digital promotion of Bongkasa Pertiwi Tourism Village has not yet been optimally integrated. The main issues include limited human resources, lack of structured content planning, and minimal involvement of MSMEs in promotional activities. Therefore, the proposed strategy emphasizes a realistic, participatory, and locally capacity-based approach, in line with the principles of Community-Based Tourism (CBT), the 6A Tourism concept, the AISAS model, and the Cyber Public Relations approach.

The strategy components include:

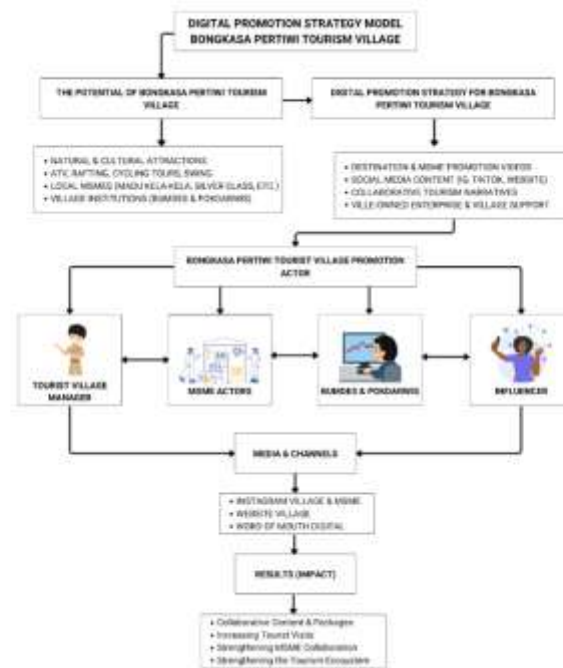
- Target Market: Domestic and international tourists who are interested in experiential, cultural, and educational tourism.
- Promotional Message: Emphasizing the authenticity of community activities, MSME production processes, and participatory tourism experiences.
- Digital Platforms: Instagram, Google Maps, WhatsApp Business, and the village website.
- Content Types: Storytelling, documentation of tourism and MSME activities, as well as educational and participatory content.
- Roles of Actors: Village managers act as coordinators and content curators, while MSMEs contribute by documenting their activities.

Digital Promotion Strategy Model

The digital strategy is structured based on the stages of tourist behavior according to the AISAS model: Attention → Interest → Search → Action → Share.

- Attention & Interest: Increasing visibility and attraction through simple visual content and narratives of village activities.
- Search & Action: Information is easily accessible through Google Maps, social media, and the website; two-way communication is facilitated through WhatsApp Business.
- Share: Tourists are encouraged to share their experiences, thereby expanding promotional reach organically.

The digital communication pattern integrates Cyber Public Relations, emphasizing two way interaction, trust building, and long term relationships with tourists. This model ensures that digital promotion not only increases visitor numbers but also strengthens the village's image and empowers the local community. The digital promotion framework is illustrated in the following model:



Gambar 2. Digital Promotion Strategy Framework

Indicators of Digital Promotion Strategy Success

The success of the strategy is measured through four main indicators:

- Utilization of Digital Promotional Videos: Used by village managers and MSMEs to convey destination information in a visual and narrative manner.
- Design of Collaborative Tourism Package Brochures: Integrating popular attractions with local MSME products, thereby enhancing a more structured and educational tourism experience.
- Collaboration with Influencers/Content Creators: Currently still in the early stage, but has the potential to expand promotional reach and build a credible destination image.
- Digital Promotion Education and Supporting Media: Enhancing the capacity of village managers and MSMEs to independently, consistently, and sustainably manage digital content.

The results of the study indicate that an integrated and community-based digital promotion strategy is able to:

- Increase visibility and tourist interest in accordance with the village’s characteristics.
- Facilitate two-way communication that builds long-term relationships with visitors.
- Empower local communities through the involvement of MSMEs in content production and collaborative tourism packages.

This strategy emphasizes that digital promotion in tourism villages is not merely a marketing tool, but also an instrument for community empowerment, strengthening local identity, and developing sustainable tourism. These findings are in line with the principles of Community-Based Tourism (CBT) and Sustainable Tourism Villages, while also demonstrating the village’s potential to develop as an adaptive, participatory, and sustainable destination.

The limitation of this study lies in its focus on only one tourism village, so the results may differ if applied to destinations with different social characteristics. Future research is recommended to test the

effectiveness of this strategy quantitatively through actual visitor conversion rates.

CONCLUSION

Based on the results of the study on digital promotion strategies in Bongkasa Pertiwi Tourism Village, it can be understood that the promotional efforts undertaken have the potential to develop, but still require more structured and integrated management. The implementation of digital strategies shows the utilization of social media and websites; however, content management remains inconsistent, planning is not yet systematic, and interaction with the audience is still limited. As a result, promotion has not been able to significantly increase popularity or the number of tourist visits.

Supporting factors for digital promotion include natural richness, local culture, and the involvement of the community and MSME actors, while inhibiting factors include limited technological literacy, lack of consistency in media management, and the absence of an integrated strategy.

Effective digital promotion strategies emphasize a planned, creative, and sustainable approach, such as developing authentic content, consistently utilizing social media, optimizing websites based on SEO, collaborating with influencers, and applying the AISAS model to create a systematic promotional flow.

The success of digital promotion in Bongkasa Pertiwi Tourism Village depends not only on its potential but also on the ability to manage strategies in a structured, adaptive, and sustainable manner. By strengthening human resource capacity and implementing appropriate strategies, digital promotion is expected to enhance the village's visibility and have a tangible impact on increasing tourist visits.

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