

Digital Marketing Development Strategy to Increase the Number of Tourists

Digital Marketing
Development

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ABSTRACT

The increase in number of tourists is inseparable from the strategies used by tourist attractions by utilizing social media and Generation Z as a potential segmentation because they are known as digital natives. As happened to Bigstone Riverside located in Bogor, West Java, which once utilized social media by collaborating with influencers and getting an increase in visitors. Unfortunately, because the strategy used was inconsistent, there was a decline in visitors. This research aims to formulate a digital marketing development strategy for Bigstone Riverside. The selection of this research location was carried out purposively because this tourist destination has the potential to be developed and become a source of income for the surrounding community. This research uses qualitative data sourced from primary data and secondary data. The strategy formulation method used SWOT matrix by analyzing internal and external factors. The results of the strategy in this study are alternative strategies such as creating content that highlights advantages, creating promotions so that tourists share their excitement, conducting digital marketing training for administrators, collaborating with influencers and tourist information accounts, utilizing content generated by UGC users, optimizing SEO, and forming a team.

Keywords: Strategy, Social Media, Generation Z, SWOT Matrix, Bigstone Riverside.

ABSTRAK

Peningkatan jumlah wisatawan tidak terlepas dari strategi yang digunakan objek wisata dengan memanfaatkan sosial media dan Generasi Z sebagai segmentasi potensial sebab dikenal sebagai digital native. Seperti terjadi pada Bigstone Riverside yang terletak di Bogor, Jawa Barat yang pernah memanfaatkan sosial media dengan bekerjasama dengan influencer dan mendapatkan peningkatan pengunjung. Sayangnya karena strategi yang digunakan tidak konsisten membuat terjadinya penurunan pengunjung. Penelitian ini bertujuan untuk merumuskan strategi pengembangan pemasaran digital untuk Bigstone Riverside. Pemilihan lokasi penelitian ini dilakukan secara purposive sebab destinasi wisata ini memiliki potensi untuk dikembangkan dan menjadi sumber penghasilan bagi masyarakat disekitarnya. Penelitian ini menggunakan data kualitatif yang bersumber dari data primer dan data sekunder. Metode perumusan strategi yang dilakukan menggunakan matriks SWOT dengan menganalisis faktor internal dan eksternal. Hasil strategi pada penelitian ini adalah alternatif strategi seperti membuat konten yang menonjolkan keunggulan, membuat promosi agar wisatawan membagikan keseruannya, melakukan pelatihan digital marketing terhadap pengurus, berkolaborasi dengan influencer dan akun informasi wisata, pemanfaatan konten yang dihasilkan oleh pengguna UGC,

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INTRODUCTION

Indonesia is a country that has a lot of potential natural resources that if managed properly will be very attractive to domestic and foreign tourists, so that it can increase national income. Reported by the Ministry of Tourism and Creative Economy, in 2023 Indonesia received 735,947 visits. This condition is an extraordinary achievement considering that in 2022 Indonesia only received 121,978 visits. One of the areas that is quite a lot of visits is West Java Province, this province has 26 districts/cities and is one of the areas that has quite a lot of tourist destinations. Reported by the Central Statistics Agency, 2024, West Java received a total of 59,332,100. Bogor Regency, known for its expansive area in West Java and surrounded by picturesque mountains and hills, has become an increasingly popular tourist destination over recent years.

The regency has attracted both domestic and foreign visitors in significant numbers, as evidenced by the data from 2021 to 2023. In 2021, Bogor Regency saw 1,762,279 domestic tourists, and by 2022, this number had surged to 3,292,268—a dramatic increase that reflects the region's growing appeal. By 2023, the number of domestic visitors more than doubled again, reaching 6,180,677. This growth trend indicates a strengthening interest among domestic tourists to explore the region's natural beauty and cultural attractions. The pattern is similarly positive among foreign tourists, though on a smaller scale. In 2021, Bogor Regency hosted 2,609 international visitors. This number climbed significantly in 2022 to 86,361 and continued to increase in 2023, reaching 138,731 foreign tourists. This rise in international visitors suggests that Bogor Regency is gaining recognition beyond national borders, likely due to its scenic landscapes and increasingly accessible tourist facilities.

The rapid development of technology and information has greatly facilitated human life, with the presence of the internet and social media contributing to the ease of business and human life. In today's era, social media has become an intermediary for individuals to communicate with other individuals and can be a means to express themselves, interact, collaborate, and share information, especially for Generation Z who are digital natives and as a group that dominates the market (Farunik & Ginny, 2023). The Ministry of Tourism and Creative Economy stated in 2022 that Indonesia is a country rich in natural resources, so there is ecotourism potential that can be developed into a unique marketing attraction for tourism and the creative industry, as well as contributing to environmental sustainability and community empowerment. Coupled with the trend of global, regional, and national communities who like the concept of tourism with the theme of returning to nature, it has increased public interest in nature tourism. Nature tourism offers beauty that is closer to nature and far from the city, this is what attracts the attention of Generation Z.

Generation Z is the generation born in 1997–2012 (Rosariana, 2021). This generation grew up when digitalization was already rampant and the use of technology, information, and the internet was already widely used. Based on the results of research conducted by Fitriyadi et al. (2023) and Liah et al. (2023), Generation Z uses social media 5-20 hours every day and makes social media a place to interact and live socially. This condition is in accordance with the report from the Ministry of Communication and Information of the Republic of Indonesia in 2023, which stated that the number of internet users in Indonesia reached 63 million people and 95% of them used the internet to use social media, and the most widely used social media in 2023 was WhatsApp with users reaching 92.1% and Instagram as much as 86.5% (Liah et al., 2023).

Generation Z often plans their trips using social media based on their popularity such as Instagram, TikTok, and YouTube (Itsaini & Widyanti, 2022). In social media, the

visual content displayed can influence their choice of destination, thus showing that social media indirectly plays a central role in shaping travel preferences (Hidayati, 2024). According to Samosir (2024), Generation Z is known as a generation that cares about environmental issues, supported by their character, who has a sense of caring and likes to help. This condition is a major key for ecotourism industry players in developing and promoting their ecotourism destinations through social media because it can attract Generation Z as a potential market segment.

Unfortunately, with these opportunities, there are obstacles faced by existing tourist destinations, like Bigstone Riverside, which is a tourist destination that also empowers the surrounding community by offering the beauty of natural scenery such as clear river water, unspoiled nature, and fresh air. This has great potential to become a favorite natural tourist destination for Generation Z who are looking for a unique natural tourism experience that is very far from the urban atmosphere. Bigstone Riverside has obstacles in the form of its location which is far from the city and the lack of information available about the tourist destination, so the number of visitors who come is very small, only 92 tourists. This tourist destination has tried to increase its visitors by using influencer services, resulting in a very high increase, reaching 414 tourists.

One of the factors that can affect the number of tourist visitors is the marketing strategy used. Strategies need to be made effectively with various considerations in order to reach the target correctly. By choosing an effective marketing strategy and implementing it appropriately, the strategy can be a driver of success for business actors to achieve their targets (Wijaya, 2019). The use of digital platforms as a marketing strategy is no longer an option, but a necessity for business actors today. Currently, active social media users in Indonesia are 64.3% of the population, so that the use of marketing strategies on social media will expand market reach, strengthen visibility, build brand awareness at a relatively low cost (Arianto & Sofyan, 2022).

One of the marketing strategies carried out by Bigstone Riverside is the strategy of using influencer services, this is intended to increase exposure through social media. The use of this marketing strategy has proven effective in increasing the number of visitors significantly. Unfortunately, the implementation of this strategy is less than optimal, because there is no consistency in implementing the strategy which results in visitor fluctuations. Based on these conditions, the purpose of this study is to formulate a digital marketing development strategy using social media to increase brand awareness and can also utilize the great potential it has to increase visibility, build a positive image, and strengthen Bigstone Riverside's presence in the digital world. The results of this study are expected to increase visitors, especially Generation Z and can provide increased income, as well as empower more local residents.

LITERATURE REVIEW

Ecotourism is defined as a form of responsible travel to natural areas. Ecotourism is also known as a concept of sustainable tourism development that aims to support efforts to preserve the natural and cultural environment and increase community participation in its management (Rhama, 2019). In implementing ecotourism, there are four important aspects that need to be considered, namely natural or cultural attractions, conservation, education, and local community participation. Attraction in this context refers to tourism that offers the experience of enjoying natural beauty and interacting with local culture. The conservation aspect focuses on supporting efforts to preserve the natural environment, which includes protecting biodiversity, flora, fauna, and cultural authenticity in the area. The education aspect involves providing learning or benefits in the form of knowledge about the local environment and culture. Finally, local community participation plays a role in creating community welfare through economic benefits generated from ecotourism activities (Muâ & Indahsari, 2021).

Generation Z is a generation that grew up amidst the rapid development of technology, where computers, mobile phones, the internet, and gaming devices have become part of their daily lives. This generation often spends time in cyberspace, either

through the web or social media, and tends to prefer indoor activities rather than playing outside or interacting directly with many people. Their tendency towards the speed of technology encourages Generation Z to find new, more efficient ways to complete various tasks, which ultimately gives birth to new innovations (Sikumbang et al., 2024). Generation Z has different characteristics from previous generations, such as Millennials with their tendency to be more sensitive to social and environmental issues. In general, the characters possessed by Gen Z are FOMO (Fear of Missing Out), Social media that becomes a routine, and social skills and an open mindset (Farunik & Ginny, 2023).

Digital marketing or also known as digital marketing is a marketing activity carried out with the help of technology and the internet (Kotler & Keller, 2009). Digital marketing allows the creation of a network that connects many parties simultaneously, without limitations of distance, time, and place, between producers/sellers and customers (Laksono & Gultom, 2022). The goal of digital marketing is to offer a new approach to specific strategies and publications that are very impactful, so that they can attract attention, especially from potential customers who are expected (Sihombing et al., 2022).

Social media is a business communication platform on the internet that allows users to represent themselves, collaborate, share information, and communicate with other users. Through social media, users can form virtual social bonds, making it an effective intermediary tool in the business world (Herdiyani et al., 2022). Social media has created a paradigm shift in the way companies communicate with their stakeholders. The increasingly important role of social media not only covers the interaction aspect but has also developed into an essential tool in forming a comprehensive business communication strategy. Virtual communication through social media is now a crucial element in the business world, having a significant impact on various aspects of communication and marketing strategy (Fitria et al., 2024).

To achieve organizational or business goals, a strategy is needed that can act as a guide to accelerate the achievement of goals effectively and efficiently. Strategy is a plan that is designed in a comprehensive, integrated, and focused manner to ensure that the main objectives of the organization can be achieved through proper implementation (Wijaya, 2019). Strategy is defined as a planning process by top management that focuses on achieving long-term goals, as well as the preparation of ways or efforts to achieve them. Marketing strategy is a plan that details the company's expectations regarding the impact of various marketing activities or programs on the demand for its products or product lines in a particular target market. Marketing programs include actions that can affect product demand, such as price adjustments, advertising campaign modifications, special promotion designs, and distribution channel selection (Herdiyani et al., 2022).

SWOT analysis is a systematic method used to identify various factors in order to formulate a company's strategy. This analysis is based on logic that seeks to maximize strengths and opportunities, while simultaneously minimizing weaknesses and threats (Kotler & Keller, 2009). SWOT analysis integrates a comprehensive evaluation of the company's internal and external factors to formulate accurate and effective strategies in dealing with market dynamics and rapid changes in the business environment. The strategic decision-making process always involves the development of the company's mission, goals, strategies, and policies. Therefore, strategic planning must include an analysis of the company's strategic factors, namely strengths, weaknesses, opportunities, and threats in the current situation (Slamet et al., 2016).

In formulating a strategy using SWOT analysis, there is a matrix that produces alternative strategies by utilizing the company's internal strengths, weaknesses and external opportunities and threats. These alternative strategies are divided into four types of strategies, namely the Strengths-Opportunities (SO) strategy which utilizes the company's internal strengths in achieving and utilizing external opportunities, the Weaknesses-Opportunities (WO) strategy, namely by overcoming internal weaknesses while utilizing opportunities, the Strengths-Threats (ST) strategy by utilizing the

company's strengths to face external threats and the Weaknesses-Threats (WT) strategy, namely by minimizing internal weaknesses and protecting the company from external threats (Gandhy et al., 2024). These alternative strategies are intended to create alternative strategies that maximize all strengths and opportunities in order to achieve business goals.

METHOD

Before designing the right digital marketing strategy for a company, it is important to understand the factors that influence it. In Bigstone Riverside, the number of visitors is still low. This study was conducted through observation and interviews with related parties to identify the right marketing strategy. The first step is an analysis of the internal and external environment, aiming to find the strengths, weaknesses, opportunities, and threats faced by Bigstone Riverside. SWOT analysis is also used to align internal and external factors in order to develop a more specific business strategy (Mardhatillah, 2022). This study was conducted at Bigstone Riverside, a water tourism destination in Central Karang, Bogor, which has the potential to boost the local economy. The location was chosen purposively because of its great natural tourism potential. Data collection was carried out for six months, from February to July 2024, involving primary data from observations and questionnaires, as well as secondary data from relevant publications (Mardhatillah, 2022). Descriptive analysis using the SWOT matrix aims to dig up in-depth information about the company, as well as determine the best strategy. The research process is divided into three stages: input, matching, and decision-making stages. In the final stage, the data is formulated into a SWOT matrix to produce a strategy for developing the company's mission, goals, strategies, and policies (Furqon, 2023). The digital marketing strategy is then focused on Generation Z, a consumer segment that is active on the internet (Farunik & Ginny, 2023).

RESULT

Next is the stage of formulating the strategy in this study divided into three stages, namely input, matching, and decision. The initial stage in formulating a strategy is to conduct observations and summarize all the information resulting from the observations that have been carried out. In this stage there is some information that has been grouped into strengths, weaknesses, opportunities, and threats.

Table 2. Bigstone Riverside Strengths, Weaknesses, Opportunities and Threats

STRENGTH		WEAKNESS	
Bigstone Riverside has a natural atmosphere with fast flowing and clear river water, fresh air makes tourists feel comfortable and enjoy the beautiful and fresh air, especially the air at night and is suitable for creating interesting visual content on social media.		Bigstone Riverside is located quite far from the city center and road access is damaged and inadequate.	
Bigstone Riverside offers accommodation with complete and comfortable facilities, such as Villa Panggung, Traditional Glamping, and Camping Ground, all of which are equipped with complete facilities in the form of mattresses, pillows, bolsters, and blankets. The provision of complete facilities allows tourists to enjoy their vacation for a long time, so that it can increase the potential income from the accommodation package.		Despite having thousands of followers, the strategy of creating consistent and engaging content for tourists has not been optimized properly.	
Bigstone Riverside has an affordable entrance ticket price of Rp. 15,000 and has a tracking tour package accompanied by a guide to go to the waterfall and has an overnight package, making it suitable for tourists who want to vacation but with an affordable budget.		The limited number and quality of human resources experienced in digital marketing is one of the obstacles. So the lack of experts who focus on digital marketing makes the promotional strategy less effective.	
Bigstone Riverside has approximately 6,162 followers on Instagram, so it has a wide audience that can be targeted for digital marketing.			
OPPORTUNITY		THREAT	
Many tourists are looking for tourist destinations that are far from the hustle and bustle of the city, so they will look for tourist destinations with fresh and comfortable air.		There are many similar competitors that are quite close to Bigstone Riverside, so it can make Bigstone Riverside lose its competitiveness if it does not optimize the right marketing strategy.	
Encourage travelers to share their experiences on social media, thereby strengthening and expanding Bigstone Riverside's social media marketing strategy.		Bigstone Riverside is located in Bogor, West Java, which has quite high rainfall, this is one of the threats, bad weather makes road access slippery and can disrupt operations, as well as the number of visitors.	
Offering attractive and complete accommodation packages, so that it can increase the attraction for tourists or families who want to stay with complete and comfortable facilities.		Nowadays, changes in tourist trends and preferences are very rapid, this can reduce the number of tourists interested in nature tourism.	
Having quite a lot of Instagram followers, Bigstone Riverside has quite a wide tourist target.		The uncertain number of visitors each month is one of the threats.	

The second stage is matching, which is the stage where all information that has been summarized into strengths, weaknesses, opportunities and threats is conveyed back to the management who knows the problems that occur and has the authority to formulate strategic decisions. The data that has been approved by the management is then formulated into a questionnaire containing key factors that occur at Bigstone Riverside. These key factors consist of internal factors containing strengths and weaknesses, while key external factors contain opportunities and threats. The results of the questionnaire are then conveyed to the management who knows the problems that occur and to academics.

The next stage after the questionnaire is distributed is to decide on internal and external factors according to the results of the questionnaire by finding the largest percentage value from the results of the questionnaire that has been distributed. The results of the largest percentage are arranged into a SWOT matrix to be formulated into a strategy. In addition, at this stage, identification and evaluation of strategic factors in the form of strengths, weaknesses, opportunities, and threats of the company are carried out to develop alternative strategies. The purpose of making decisions based on the results of the questionnaire is to narrow down the key factors, so that appropriate key factors are obtained. Furthermore, from these key factors, SO, WO, ST, WT strategies

are made. Alternative strategies resulting from the SWOT matrix analysis at Bigstone Riverside.

Table 3. Matrix SWOT

Internal Factor	Streights (Streights-S)	Weakness (Weakness-W)
		Bigstone Riverside is a suitable place for creating interesting content on social media, especially for Generation Z.
	Marketing strategies that collaborate with influencers or local communities.	The marketing strategy used is consistent and sustainable.
External Factor		
Opportunities (Opportunities-O)	Strategy SO	Strategy WO
Travelers sharing their experiences of vacationing at Bigstone Riverside are published on social media.	Leverage social media to create visual content that highlights your strengths and collaborate with influencers and third parties.	Human Resources Training and Development to Understand Digital Marketing
Optimizing SEO and various social media to increase brand awareness.	Holding promotions for tourists on social media by sharing their excitement during their stay at Bigstone Riverside.	Use of UGC (User-Generated Content)
	Collaborate with SEO service providers.	
Treaths (Treaths-T)	Strategy ST	Strategy WT
There are similar tours that have similar tour packages and facilities to Bigstone Riverside.	Form a structured internal social media team with an even division of responsibilities and create a content planner.	Collaborate with tourism information accounts on social media.
Rapid changes in traveler trends or preferences.	Create content according to the latest trends.	

The interpretation of the SWOT Matrix is a strategy that combines key factors of internal strengths, weaknesses and external opportunities and threats, also known as the SO, WO, ST, WT strategy, as follows. Utilizing social media to create visual content in collaboration with local influencers. Social media is a platform that attracts Generation Z, they are known to be active on various social media platforms such as Instagram, TikTok, and YouTube. To attract their attention, Bigstone Riverside can utilize the power of social media to collaborate with relevant local influencers who are considered sufficient to create visual content that promotes Bigstone Riverside in order to increase exposure, appeal, and brand awareness of the natural tourism destination (Raharjo et al., 2023).

Holding a promo or challenge for tourists on social media by sharing their excitement while at Bigstone Riverside. Promos and challenges are interactive strategies to increase engagement and encourage tourists to share their experiences. For example, Bigstone Riverside can hold a visual content creation challenge with a special hashtag for visiting tourists and provide attractive prizes for winners, such as discounts or merchandise. So that the content shared by tourists will reach a wider audience on social media (Wulandari et al., 2024).

Collaborating with SEO (Search Engine Optimization) service providers. Collaborating with SEO service providers can provide benefits for Bigstone Riverside, by optimizing the use of SEO using visual content, reviews, and testimonials shared by tourists (Riyanto et al., 2021). The main function of SEO (Search Engine Optimization) is to increase traffic visits through the Google search engine which is the key to developing Bigstone Riverside's visibility. Optimizing SEO through visual content,

reviews, and reviews with relevant keywords shared by tourists, Bigstone Riverside can appear in the top search results, thus increasing the reputation that tourists are likely to find this destination when looking for natural tourist attractions in Bogor (Slamet et al., 2016).

Human Resources Training and Development to Understand Digital Marketing. Special training for human resources (HR) in understanding and managing digital marketing is one of the most important strategic steps. This training aims to equip HR with the knowledge and skills needed to produce high-quality content that suits audience preferences, especially Generation Z. In addition, improving content quality will strengthen engagement with the audience, which can ultimately increase tourist loyalty and participation in various promotional programs. Trained HR will also be more proactive in encouraging tourists to participate actively, for example by sharing their experiences through content on social media. Through referral programs, photo competitions, and online reviews, tourists will be directly involved in the promotion of Bigstone Riverside nature tourism, which can ultimately increase the visibility of this destination among Generation Z (Furqon, 2023).

Use of UGC (User-Generated Content). Using user-generated content as part of a sustainable digital marketing strategy is an effective approach to building authentic engagement with audiences, especially Generation Z. By actively asking travelers for permission to share their content through Bigstone Riverside's official accounts, marketing campaigns can gain wider appeal consistently. Content from users tends to be more trusted by other potential travelers because it comes from personal experiences. As part of this strategy, Bigstone Riverside can launch a dedicated hashtag campaign, such as #bigstoneadventure or #explorebigstone. This hashtag will be a tool that encourages visitors to share photos, videos, or reviews of their experiences at the tourist destination through social media platforms. The content generated from this campaign not only helps strengthen engagement with travelers but also has the potential to create a viral effect, expanding the reach of the promotion organically (Aqila & Revinzky, 2024).

The use of user-generated content also has a significant positive impact on search engine optimization (SEO) efforts. Hashtag campaigns such as #bigstoneadventure or #explorebigstone not only encourage visitors to interact through social media, but also help generate keywords that are frequently searched by internet users related to nature tourism and adventure experiences. UGC content that consistently uses specific hashtags and keywords can support SEO strategies by increasing the relevance of Bigstone Riverside's social media to keywords that are of interest to Generation Z. In this way, the combination of UGC content and an integrated SEO approach can strengthen Bigstone Riverside's overall digital presence. This strategy makes UGC an effective tool in strengthening digital marketing and SEO efforts simultaneously. This approach allows for increased destination visibility without requiring significant marketing costs, making it an efficient and impactful strategy.

Collaborating with Tourism Information Accounts on Social Media. Bigstone Riverside has the strength of its beautiful location and is suitable for sharing on social media, besides that Bigstone Riverside also has a strategy that collaborates with influencers to increase visitors. However, Bigstone Riverside also has threats, namely having competitors with similar products and rapid changes in trends which are obstacles in reaching a wider audience. The strategy used to overcome this is to collaborate with accounts that have many followers. Collaborating with accounts that have many followers makes the content delivered more widely reached, so that indirectly it will expand the audience and make people want to explore information about the object. Such as creating content that contains information and the advantages of Bigstone Riverside which is posted on the Instagram account @bogorpisan or on government social media (Elfandari & Nuraryo, 2023).

Forming a Structured Internal Social Media Team with Even Division of Responsibilities and Creating a Content Planner. Bigstone Riverside has limited human resources with digital marketing capabilities, and the strategies that have been used so

far are inconsistent, on the other hand Bigstone Riverside has the threat of changing trends. The strategy used for this condition is to form a structured social media team, with an even division of responsibilities and compiling a content planner. By forming a team and giving responsibilities evenly, it will be possible to maximize limited resources but provide maximum results, with the following distribution, the number of administrators responsible for marketing is three people, the first person is responsible for Instagram social media, the second person is responsible for TikTok social media, and the third person is responsible for the tiket.com platform. At the beginning of each month, the three administrators discuss and compile a content planner and divide the tasks to edit videos in turns. It should be noted in the division of responsibilities, it is important to coordinate between teams to minimize miscommunication. If this strategy is implemented, it will be able to maximize limited human resources, and can create consistency, so that it can adapt to changes in trends on social media (Maghfiroh et al., 2022).

Creating Content According to the Latest Trends. In addition to having limited human resources, inconsistent strategies, Bigstone Riverside has similar competitors in the area. The strategy used for this condition is to create content that is in accordance with the trend, this is intended to increase brand awareness so that Bigstone Riverside is increasingly known and outperforms its competitors by additionally conveying the differences between Bigstone Riverside and its competitors. By creating promotional content that is adjusted to the latest trends, the audience who sees the content will become more familiar with Bigstone, so that the audience who sees Bigstone Riverside content increases. One form of following trends that can be used is to create content that contains information accompanied by songs or videos that are currently viral (Maghfiroh et al., 2022).

CONCLUSION

The results of the research conducted can be concluded that the internal factors at Bigstone Riverside consist of strengths and weaknesses. The strength elements consist of its location which is suitable for creating content, and a marketing strategy that collaborates with influencers. The weakness elements consist of the limited number and quality of human resources who understand digital marketing. While the external factors that influence business success consist of opportunities and threats. The opportunity elements consist of tourists sharing their vacation experiences on social media and optimizing SEO. While the threat elements consist of competitors who have similar businesses and rapid changes in tourist trends. Regarding these key factors, the alternative strategies suggested from this study are formulated, namely by creating content that emphasizes advantages, creating promotions so that tourists share their excitement during their vacation, conducting digital marketing training for administrators, collaborating with influencers and tourism information accounts, utilizing content generated by user-generated content users, optimizing SEO, and forming a structured social media team and creating a content planner that is adjusted to the latest trends. These alternative strategies are intended to increase the number of visitors, especially Generation Z as a potential segmentation and as digital natives.

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