

# Digital Marketing Strategy in Tourist Objects of Lerep Village, Ungaran, Semarang District

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## ABSTRAK

The tourism industry in Semarang City and authorities outside Semarang City can advance the village tourism industry by posting photos or recordings through online-based media. The aim of this research is to determine the digital marketing strategy used at the Lerep Ungaran Village tourist attraction, Semarang Regency. This research uses descriptive research with a qualitative approach. The results of research conducted at Lerep Ungaran Village Tourism, Semarang Regency, namely that industrial, natural and cultural tourism products can be used as cultural tourism. Digital marketing strategy to promote Lerep Yaki Tourism Village by posting videos or photos on websites and social media.

## Introduction

The development of technology today is very fast. This can be indicated by the large number of internet users and cell phone users, which has an impact on various fields including the tourism industry. Utilization of technology is more effective than ordinary media (Kemenparekraf/Baparekraf RI, 2021). Based on information from the Ministry of Tourism, which revealed that as many as 70% of tourists have the option to seek information regarding the tourist objects they will visit (Kementerian Pariwisata dan Ekonomi Kreatif, 2020).

In the modern era 4.0, information and communication technology (ICT) is a tool that helps life in various fields, including the tourism sector (Warmayana, 2018). At this time technology has become a basic need in an organization, government office and educational institution (arsip Universitas Gadjah Mada, 2015). The role of TIK in the tourism industry as a means and infrastructure in advancing the tourism industry which we often hear about electronically is called digital marketing (Warmayana, 2018).

Semarang Regency has potential as a tourist location in Central Java Province. One of the tourist destinations in the Ungaran Barat District, Semarang Regency is in the village of Lerep (Susanawati & Pristiria, 2019). The Semarang Regency tourism office in collaboration with the Lerep Village Government has declared Lerep as a tourist village starting around 2016 (D. I. Sari, 2020). Together with the villagers, the village government and the tourism office are developing and pioneering the village so that the village becomes a tourist attraction in Central Java. The tourism village government of Lerep Tourism is institutionally encouraged by the Vigilance Gathering (Pokdarwis) of the Rukun Santoso Tourism industry. Lerep Village conveys the idea of a village that relies on surrounding insights that have educational properties and are not harmful to the ecosystem (Rahim, 2012).

Lerep Village has long been a tourist village, but there are still many people in Semarang who are not familiar with the existence of this place (Riwayat, 2021). Thinking about the consequences of the meeting and insight with the Director of Pokdarwis Rukun Santoso, the number of homecomers who come to Lerep Desa, the travel industry is growing every year (Nurul Hamida: Subandi: Pandiya: Tribekti, 2018). In 2017, only 915 tourists came to Lerep Tourism Village, and to date, the data of tourists visiting Lerep Tourism Village has grown to around 3,000 people consistently. The general increase in the number of tourists in Semarang which is directly in accordance with the development and addition of existing tourist attractions, has made the opposition in the travel industry area in Semarang increase. one of the external factors that affect the number of tourists. tourists in Lerep Village travel industry (Afthoni & Nugrahani, 2020).

Considering the internal factors that influence the unpopularity of the Lerep Tourism Village, including the absence of information and endless promotions about the Lerep Tourism Village. Until now,

the village of Lerep has only relied on events that were held directly, which caused information about the existence of a tourist village in the village of Lerep to be less spread throughout the area (Syaiful, 2020). In addition, it is this indirect (online) promotion that attracts more travelers to the Lerep Village tourism industry. This indirect promotion is a promotion carried out by visitors who have visited Lerep village and then share their vacation moments using technology which currently can be in the form of social media or stories with the community (Tourism Development International, 2020).

This can result in the development of promotions in the Lerep Tourism village to be limited to a certain range, even though in this online or digital era, in optimizing progress through the media so that the reach of Lerep village promotions can be wider and does not require any costs in tourism promotion (Afhoni & Nugrahani, 2020). In addition to the problem of progress, incidentally, one of the components of the marker as the logo used by Lerep, the tourism industry village, has a perception that is as old as the tourism industry village, Sleman, Yogyakarta. Once confirmed, this clearly ignores the guidelines stated in the Law of the Republic of Indonesia Number 19 of 2002 concerning Copyright (N. R. Sari et al., 2021).

The logo ignores the principle that only business is concerned. becausea is usada business, which makes Lerep Village the tourism industry can be sued by the owner of the ckarya or the right, namely Pulesari Village. (Astuti et al., 2020). To overcome this, the administration and the test group began to revamp the logo configuration, which focused on objective marking and its application to limited time media. This objective marking plan and limited time media was completed to create a brand image with character through visual performances so as to strengthen the existence of a Lerep Tourism village that was tailored to the ideal interest group personality with other appearances, and illuminate Lerep tourism intrusion village in various types of special media so that it can compete with its competitors (Anisa Puput Rahmawati, 2019).

Limited information about the Lerep Tourism Village means that many people do not know that the Lerep Tourism Village exists. Tourists who come to visit are expected to get an experience that matches their expectations. A good experience will leave good memories and create a positive image of a tourist destination. In the future, tourists will not only revisit these tourist destinations, but will provide recommendations to friends, family and other potential tourists, either directly or in reviews in the media. This research aims to determine the digital marketing strategy used at the Lerep Ungaran Village tourist attraction, Semarang Regency. This research focuses more on the digital marketing strategies used to promote the Lerep Tourism Village.

## Method

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This research uses descriptive research with a qualitative approach. By using the descriptive method, we can find out a description of the development of tourism objects in Lerep Village, Semarang Regency as a tourist destination. Data analysis was carried out based on observation notes, interviews with notes and the consequences of handling information degradation which were then described as conversations in the companion section of this journal. The informants in this research were the Pokdarwis group of Lerep Tourism Village, Semarang. The data collection technique used in this research used interview and observation techniques. Interviews were conducted with the Lerep Tourism Village Pokdarwis group.

## Results and Discussions

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### A. Area and Geographical Location

Officially, Lerep Village is located in Local Ungaran Barat, Semarang Regency, Central Java Region. The boundaries of the Lerep Village area are as follows:

1. North : Ex. Bandarjo and Ex. Sumurjurang
2. East : Ungaran Village
3. South : Nyatnyono Village
4. West : Keji/Kalisidi Village (Ungaranbarat.semarangkab.go.id, 2021),

Geologically, Lerep Village is located at 07°06'30" to 07°08' 50" East Longitude and 110°21'45" to 110°23'45" South with an altitude of 300 to 700 m above sea level. Lerep village is an uneven area. The most prominent settlement in Lerep Village is Indrokilo Hamlet with an altitude of ± 700 m above sea level and the air temperature ranges from 21 C to 25 C. (Suryadi Rachman, 2020).

### Attraction of Tourism Objects

Attractiveness of tourism industry objects in Lerep Village is the potential that exists in the village. These potentials are Village Potential, Community Group Work, Customs and Culture of the Lerep Village for the tourism industry, including (Susanawati & Pristiria, 2019) :

#### a. Village Potential

Attractions in tourist villages have tourism potential that can be visited by guests, in particular:

##### 1) Curuga Indrokilo

Waterfall The Indrokilo beauty appeal which the people of Lerep village consider a secret paradise. Tourists when visiting this waterfall in Lerep Village will be spoiled with extraordinary views when traveling to this Waterfall. Usually from the parking lot to the waterfall you have to walk.

##### 2) Bukit Lerep Indah (BLI)

Bukit Lerep Indah (BLI) is a pond, the water comes from the Ungaran mountain spring so the water is more refreshing and clear. The entrance fee for tourists is 10,000 rupiah. BLI has very adequate facilities, including housing, corridors, and rooms for meetings. Motels are usually used for family social events, office events or private events. Opening hours BLI is open at 08.00-17.00 WIB every day.

##### 3) Embung Lerep

Lake located in Lerep Village is an artificial lake which is smaller than expected. This lake is a source of water for the residents of Lerep Village during the dry season. This dam became a tourist spot in 2016 and is within 5 m and has a quiet environment. In Embung Lerep there is a hot coffee shop for tourists to enjoy the cool air.

##### 4) Batu Gunung

Watu Gunung is a water diversion area that is perfected with normal scenery standards that spoil the eye.

##### 5) Puncak Ngipik

is a country spread out on the slopes of Mount Ungaran. There are two roads that can be taken to get to the highest point of Ngipik, namely through Lerep Village and Ngaklik Village. Receives you through Lerep Village, past Lerep Hamlet and entering a coffee farm owned by PT Patra Jasa.

#### B. Works/products from the local community

People from Lerep Village have won in terms of turning accessible assets into items that can be sold in observation or bundled as tourism industry training packages, specifically:

##### 1) Javanese Sugar

Many people in Lerep Village are actually making real colored granulated sugar, both for own consumption and for purchase. Likewise, how to make brown sugar which a traveler also prepares in the Lerep Tourism Village. Travelers are free to see how the most common ways of making refined granulated sugar from scratch are until the powdered sugar is suitable for use. In investing energy in making palm sugar, the people of Lerep Village really use traditional hardware to follow the reality of the product.

##### 2) The coffee

beans brought by the people of Lerep Village can be studied, because the coffee beans are not mixed with any ingredients, such as rice, corn, soybeans, etc. real coffee beans. Espresso beans made in Lerep Village are delivered using the usual system following the properties of the espresso. The espresso coffee beans sent by the villagers of Lerep are arabica and srentel.

##### 3) Milk Cleanser (Soap)

This cleaning product is made from milk. The most common way of making cleansing milk is remembered for one of the instructive bundles in Lerep Desa tourism industry. Tourists will be told the best way to process pure milk into a cleanser. Freshly made cleansers can't be used right away, but many visitors can get their cleansing milk back ready for use. Currently, the residents of Lerep Village have marked the milk cleaning items into the paper village named, and sold for Rp. 7,000,-.

##### 4) Milk Wafer

The most common way to make salted milk was remembered for one of the learning packages in Lerep Desa tourism industry, but if there is no daylight if the weather is stormy, how

to make milk wafer is impossible so it is excluded from the training bundle. Milk wafers are bundled in plastic stand up bags and are named. Variations of milk wafers made unique, strawberry, chocolate, and balado. However, the residents of Lerep Village produce a more unique taste than the other character variations, because the other character variations are not very popular.

5) Milk Candy

The most common way of making milk candy is remembered for one of the instructive bundles in Lerep Desa tourism industry. Tourists will be told the best way to process whole milk into candied milk. Then, at that time, the consequences of the act of making candied milk, can be taken home as a gift. The pure milk used is a dairy product from the village farm. Milk candy is generally sold at a price of Rp. 12,000 to Rp. 15,000.

### C. Customs and Culture

The culture that is owned by the people of Lerep Village is created locally, in particular:

1) Adat Iriban

Customs Iriban customs are a tribal social heritage that is still maintained today. This custom is carried out twice a year on Kliwon Wednesday.

2) Adat Kadeso

Customs Kadeso Customs are earth assistance events held as a statement of appreciation to God Almighty for the abundant produce of the earth. Adat Kadeso is usually held once a year on Kliwon Wednesday in August or September, with an all-night manikin performance as the event. Apart from the manikin performances, there are also different exhibitions, particularly imaginative exhibitions from the local area. So that the Kadeso custom is also used as a venue to show regional capabilities. This custom, which was originally carried out by the residents of Indrokilo Hamlet, is still being polished. The residents of Dusun Indrokilo believe that if they don't play a puppet show all night, the Dusun Head (Kadus) of the residents will go to the deep end. This practice was also carried out in Lerep Hamlet, when it was held related to Indrokilo Hamlet, seven days after the Customs of the Head of Indrokilo Hamlet.

3) Traditional Practices of the Ndeso Djajanan

Market The Ndeso Djajanan market is scheduled only on Sundays, Kliwon and is located on Jalan RW II Dusun Lerep.

4) Adat Nyadran

Customs Nyadran customs are generally practiced by residents of Central Java and Yogyakarta. The word Nyadran comes from Sanskrit, Sradhha which means belief. As the state network shows.

5) Gejlug Lesung's social attractions and craftsmanship

Gejlug Lesung's social work is a social attraction. This comparative sound is created from the sound produced by the instrument when struck. Gejlug mortar craft is done by 7 people in a period of about 70 years. Attractions make the attraction of the visitors to stop by. The charm of Gejlug Lesung's social work shows the agreement between its residents and furthermore as a form of appreciation for the abundant collection.

### Tourism Object Development Strategy

Exploring the potential that exists in villages in Semarang makes tourist locations more diverse and more special, by transferring insights about local wisdom found in each village to make this village more unique and interesting to visit. Pilot village tourism industry has several possibilities including the potential that exists in nature (Utami, 2020).

Tourist villages are deliberately planned as tourist sites that offer strange natural scenery or social uniqueness. This uniqueness is the selling point that can be offered to the public in general (Sihombing, 2018). DISBUDPAR Semarang Regency is trying to form a marketing communication methodology or marketing mix that is used to increase tourist visits to Semarang, especially to the tourist village location. DISBUDPAR Semarang plans and implements the program by leading a mixed exercise show using something like the main communication model instrument (Setya, 2017), including:

a. Sales promotion

Temporary progress of the tourism industry village program through online media owned by tourism industry eyewitness organizations or by specialist cooperatives that organize tourism industry training in Semarang and media partners.

b. Events and Experiences,

Activities and programs supported by DISBUDPAR Semarang are intended to establish cooperation between the village supervisors of the tourism industry and the local area, including tourism industry Village Celebrations, preparation and teaching and preparation in tourism industry villages throughout Central Java, Dieng Cultural Celebrations, Competitions photography was held with the theme of excellence in the tourism industry in Semarang.

c. Advertising and public relations.

DISBUDPAR is the aide for POKDARWIS in every tourist village, always welcoming media colleagues from both sophisticated and electronic media to cover every event or action of the Tourism Village or other tourism industry events.

d. Intuitive ads,

Exercises and online projects meant to attract potential customers or potential travelers. DISBUDPAR supports POKDARWIS and furthermore Semarang Specialist organizations of the tourism industry to take advantage of Websites and web-based media such as Facebook, Instagram, Twitter to post regular advantages of Tourism Villages in Semarang. The combination of correspondence on display is done to plan promotions by holding events. It is seen that advertising through web-based media is getting simpler, cheaper and more feasible exclusively by mobilizing the local tourism industry audience, specialist organizations of tourism industry authorities, each of which has blogs and records on social media. The more beautiful and special a tourist destination is, the more interesting it is to record it with photos or recordings and can be directly transferred via online media to become famous. "Viral" turned into a special benefit of not attracting tourist visits. Currently, there are many unique and new vacation destinations that travelers will pursue along with the development of patterns in online media such as transfers on Instagram, Facebook, Way or other Web-based media.

New media that cannot be separated from the lives of individuals in this highly developed era have changed the way people communicate and communicate with others, which has an impact on every part of people's lives. New media are changing the consumption patterns of consumers, for this situation the region uses the services of the tourism industry, towards the need for information about tourism that tourists are looking for that can be accessed on social media, as well as getting changes in the delivery of tourism promotions delivered to customer areas.

So that the buyer reaction stage of AISAS is proposed to be an advertising tool that is now vital in promotional correspondence in new media when it is structured as follows, (Widyastuti, 2017):

a. Attention.

Photographs and recordings of routine splendor and village tourism events that can attract the attention of potential consumers are presented through web-based media Facebook, Instagram, POKDARWIS The audience of the local tourism industry in Semarang, DISBUDPAR Semarang Regulations and entrepreneurs of travel industry rulers in Semarang who always and persistent in advancing the village. tourism industry in Semarang. From posting the advantages of regular displays, the complete development and uniqueness of tourist villages, influencing potential tourists who will visit tourist villages in Semarang, also this record has many supporters, making the progress of the tourism industry village easy to spread to the general population. In addition to web-based media, the inclusion of the tourism industry Village exercise was covered by electronic media, online media, print media and surprisingly few inclusions of the tourism industry, film or FTV. The photoshoot was completed at the Village Tourism Industry, Semarang Rule.

b. interest,

The number of travel industry events in Semarang that are reposted through web-based media, entered by national TV media, making FTV can give the impression of attracting tourists to visit Semarang.

c. Search (cari),

The more notifications, the more works on the internet and the more frequent additions to Semarang's regular advantages make Semarang or a tourist village easy to track data. This transitional stage is the progress of a person to social interaction, when potential tourists start asking questions and reaching out to travel service suppliers or assigning tourist visits freely, implying that potential tourists have entered a dynamic zone.

#### d. Action

Association is not only at the data level, but has entered the realm of actual communication. Potential tourists who finally choose to come to Semarang as a whole and to tourist villages in particular will be very well received. The presence of POKDARWIS preparations and preparations for local escorts is relied upon to give a positive impression to visiting tourists.

#### e. Bagikan (Share),

The final level that indicates that a tourist village has been advertised effectively is when a buyer shares or prescribes a tourist location to others, such as a tourist village. Tourists feel satisfied and satisfied with their visit, so they will easily share their experiences through informal exchanges on the web, especially by sharing through online media.

Based on internet usage, Indonesia is ranked fourth in the world with an average duration of 8 hours 51 minutes every day. Of course, with technology, people get information more quickly and easily, even at lower costs (Laba et al., 2018). Through the internet, marketing both products and services is very easy to do. Marketing is often mentioned as the spearhead of a company that produces goods and services. Marketing requires various continuous developments and strategies to win competitive advantages and achieve sustainable results. That is one of the reasons marketing strategy is seen as a basis used in preparing complete planning (Wahdaniah & Sari, 2021). In the current era of technological progress, we can easily find out about tourist destinations and regional culture on the internet, and we can check how many visitors come, the advantages and reviews of visitors. Furthermore, advances in the digital era can also make it easier to promote tourist and cultural attractions, this is often called digital marketing. Digital marketing includes online advertising, electronic mail, electronic messages, search engine optimization, has easy interaction with consumers, is quite cheap and has a fast lead time to promote products/services, can reach a wide range of consumers due to the use of technology by consumers, ability to go viral, interactive communication, responses and reviews can be provided at any time (Komalasari et al., 2020)

The digital marketing strategy carried out by the Lerep Tourism Village Pokdarwis to promote tourist and cultural attractions in Lerep Ungaran Village is by utilizing websites and web-based media such as Facebook, Instagram, Twitter to regularly publicize the advantages of the Tourism Village in Semarang. The development of digital media is very rapid and very helpful in obtaining information. The use of websites and social media has become a modern trend that is currently happening. In the past, websites were only a trend used by companies as a promotional medium and to expand their marketing, but now websites have become a necessity for government, education and tourism (Hidayah & Warjiyono, 2015). Meanwhile, social media was previously used only for digital communication, but now its function has developed into a marketing medium (Tu et al., 2022). Rapid technological and digital advances will make it easier for the public and tourists to obtain data about tourist attractions (Budianto et al., 2022). Apart from that, the strategy used to promote the Lerep Ungaran Tourism Village is to hold events or activities carried out in collaboration between the tourism industry development village and the local area. This activity can invite foreign tourists so that tourists can find out about the tourism and culture in the Lerep Ungaran Tourism Village. Apart from tourist and cultural attractions, industrial products in the village are also promoted. Apart from increasing tourists, the village can also increase village income through selling industrial products. With the development of the creative economy, more and more innovation and creativity will emerge, which is actually triggered by the use of existing nature (Amrullah & Atmoko, 2021). Apart from tourist attractions, cultural diversity is also worthy of promotion in order to increase village income and pass on culture so that it is not easily forgotten by the younger generation. From a cultural perspective, the tourism industry can contribute to the growth of Indonesian culture because indirectly the existence of culture-based tourist destinations can present the culture of a country such as local arts or various customs which can attract local and foreign tourists (Choirunnisa et al., 2021).

## Conclusion

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The tourism industry in Semarang and authorities outside Semarang to advance the tourism industry villages by posting photos or recordings through online-based media. carry out promotions via the website or social media. This can be done by This post has a fairly large reach consisting of a wider area both inside and outside Semarang, progress through web-based media such as Facebook and Instagram, making the exchange of advertisements in the computerized era lead to a focus on the general public. As well as making the travel industry village develop as a whole, establishing POKDARWIS, advancing the travel industry through web-based media, building good relationships with supporting media, both print media, electronic media and online media.

After the interest is instilled, the next stage of the shopper's reaction is search, after being interested in the tourist village object, prospective tourists will search the web either through websites or online media, the collaboration that occurs starts from the virtual world that encourages visits. Tourists who feel satisfied and happy during their visit, make a sense of pride and immediately share the practice of their visit through online media. Utilization of computerized promotional correspondence must of course be carried out by each tourist destination manager, the public authority for this situation Semarang DISBUDPAR must be more dynamic and imaginative in planning tourism industry exhibition exercises in a joint effort with the Village component of the local tourism industry, as well as advertising and administration that the most extreme to maintain the nature and culture of the Village objection. The tourism industry is an unavoidable need to maintain tourist visits from tourist villages that continue to grow every year.

Based on the results of this research, the researcher provides suggestions to the management of the Lerep Ungaran Semarang Tourism Village so that they can maximize marketing, especially by utilizing digital media such as websites and social media. Apart from that, the management of Lerep Ungaran Semarang Tourism Village is more active in carrying out various activities in collaboration with external parties to increase promotion and tourist visits.

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