



Analysis Of The Effectiveness Of The Use Of Digital Platforms As A Promotional Strategy In The Development And Attraction Of Lon Malang Beach Tourism Sampang District

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ABSTRACT

Lon Malang Beach is one of the tourist destinations that is starting to show its development. Lon Malang Beach is located in Sampang Regency, East Java, precisely in Bira Tengah Village, Sokobanah District . The development of Lon Malang Beach tourism certainly cannot be separated from the participation of the government, village youth and also the surrounding community. Apart from that, the existence of a digital platform is also an effective promotional medium to be used to help the development of Lon Malang Beach tourism to become more rapid and have a higher attraction so that it is widely known by the public. Of course, when carrying out promotional activities, there are inhibiting factors involved. The aim of this research is to find out the effectiveness of using digital media platforms as a promotional strategy in efforts to develop and attract tourists to Lon Malang Beach and to find out the inhibiting factors in using digital media as promotional media. This type of research uses a qualitative descriptive approach. Data collection using observation, interviews, and documentation as well as data analysis techniques with steps including data reduction, data presentation, and drawing conclusions. The research results show that apart from promotion through word of mouth, the use of digital platforms as promotional media is an appropriate and effective strategy to use in attracting tourists' attention, interest and desire to visit Lon Malang beach. At the interest and action stage, it is effective in disseminating information related to Lon Malang beach tourism. Even though carrying out promotional activities via digital platforms is effective, there are obstacles in creating content experienced by the management and creative team of Lon Malang beach tourism.

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INTRODUCTION

Indonesia is an archipelagic country located in a tropical area with high levels of rainfall, which makes the land in Indonesia grow fertile and become one of the countries with abundant and attractive biological and non-biological natural resources. The potential of natural resources in Indonesia in the form of forests, seas, mountains and also various cultures are widely used as attractive tourist destinations, which can attract foreign and domestic tourists to enjoy the beauty of nature and also various tourism spread across Indonesia such as religious tourism, tourism. natural and man-made tourism supported by places that have cultural heritage, history and linguistic diversity. Tourism itself is a travel activity carried out by individuals or groups of people by visiting certain places with the aim of recreation, personal development, or studying the uniqueness of tourist attractions visited for a temporary period of time, not for permanent purposes.

In Indonesia, tourism is an important sector that can increase state and community income and open up new job opportunities so that it can reduce the unemployment rate and eradicate poverty. This is as stated in Law Number 10 of 2009 concerning Tourism as quoted in Fenti Prihatini Tui et al, stated that: (Tui et al., 2023)

"The implementation of tourism is aimed at increasing national income in order to improve the welfare and prosperity of the people, expand and equalize business opportunities and employment opportunities, encourage regional development, introduce and utilize objects and attractions in Indonesia and foster a sense of love for the homeland and strengthen friendship between nations." .

Based on data from the Central Statistics Agency, tourism development in Indonesia after the Covid-19 pandemic has increased by 5,471,277 million foreign tourist visits in 2022. Entering June 2023, the number of foreign tourist visits in Indonesia has reached 1.06 million, this number has increased by 11.44 percent compared to May 2023 and up 119.64 percent compared to the same month last year. This shows that the development of tourism in Indonesia is still continuing, as evidenced by the cumulative number of foreign tourist visits from January to June 2023 reaching 5.19 million visits (Central Statistics Agency, 2023). The development of a tourist destination is of course important to achieve state income and help people's income. Sharia tourism is currently becoming a trend in various parts of the world. The term sharia, which was originally synonymous with sharia finance and even sharia financial institutions themselves, is now starting to develop into other concepts, one of which is life style such as sharia tourism. The existence of this opportunity makes the tourism actors involved, including local governments, continue to improve in order to develop sharia tourism products (Nasrulloh et al., 2023).

One of the icons of sharia tourism in Sampang, Madura, which is starting to show development is Lon Malang Beach tourism. Lon Malang Beach is one of the

tourist destinations that is starting to implement the concept of halal tourism and is located in East Batu Lenger, Central Bira, Sokobanah District, Sampang Regency, precisely on the north coast of Madura, the border between Bangkalan Regency and Sampang Regency. Lon Malang Beach was opened in 2016. Previously, the natural beauty and white sand on Lon Malang Beach had not been well maintained. Furthermore, the village government together with the community in 2016 took the initiative to develop the existing natural potential into a potential tourism destination and provide business opportunities for the surrounding community (Suaibah & Ahmad, 2019). The development of Lon Malang Beach tourism certainly does not escape the participation of the government, village youth and also the surrounding community to always maintain and preserve the tourist environment so that it continues to develop rapidly and attracts a lot of tourist visitors, both local and foreign tourists. Apart from that, the existence of a digital platform has also become one of the media that has succeeded in making Lon Malang Beach tourism develop more rapidly and have a higher attraction.

Judging from the increasing use of the internet, especially in Indonesia, it can be seen that social media platforms are able to disseminate information widely and quickly. This is as the results of the APJII (Indonesian Internet Service Providers Association) survey noted that the number of internet users in Indonesia has reached 215 million users, where this number has increased by 78.19% compared to last year (APJII, 2023). Apart from social media in the form of *YouTube* , *Facebook* , *Twitter* , *WhatsApp* and also Tik Tok, it is the people's favorite media. According to Richadinata & Surya Astitiani in Desika Nur Jannah, Muchammad Satrio Wibowo, and Bram Arvianto, this social media platform can eliminate the need to interact physically, to understand the actual situation of the destination or area you want to go to. In addition, creating content on social media is easier, so you can easily upload content that has been prepared. (Jannah et al., 2022) The increasing number of internet users has made many people use digital media as a strategy in marketing their products, including the Malang Lon Beach tourism manager who uses digital social media to introduce tourist attractions in order to attract tourists interest. to visit. In this case, of course digital platforms are not always profitable, but there is a possibility that digital platforms also have several factors that influence the effectiveness of digital platforms within them.

Based on this background, researchers want to know the level of effectiveness of digital platforms as a promotional strategy in developing tourist objects and attractions as well as what obstacles are experienced by managers when using digital platforms as a medium for carrying out promotional activities. The tourist attraction that is the object of research to determine the effectiveness of digital platforms as a promotional strategy in developing tourist objects and attractions is the Lon Malang Beach tourist attraction located in Sokobanah, Sampang Regency. The title of this research is "ANALYSIS OF THE EFFECTIVENESS OF THE USE OF

DIGITAL PLATFORMS AS A PROMOTIONAL STRATEGY IN THE DEVELOPMENT AND ATTRACTION OF LON MALANG BEACH TOURISM SAMPANG DISTRICT".

Development of Tourism Objects and Attractions

The development of tourist objects and attractions (ODTW), which is the main driver of the tourism sector, requires cooperation from all stakeholders consisting of the community and government, direct cooperation from business circles and the private sector. In accordance with its duties and authority, the government is a facilitator which has a role and function in making and determining all policies related to the development of tourist objects and attractions. Attraction in tourist attractions is one of the main capital that must be owned in efforts to improve and develop tourist objects and attractions. The existence of tourist objects and attractions is the most important link in a tourist activity, this is because the main factor that makes visitors or tourists visit tourist destinations is the potential and attractiveness of these tourist objects (Devy, 2017).

Tourism itself, according to Yoeti in I Ketut Suwena and I Gusti Ngurah Widyatmaja. Etymologically, the word tourism comes from Sanskrit *which* consists of two words, namely *pari* and *tourism*. *Pari* means "many" or "travelling", while *tourism* means "going" or "travelling". On that basis, the word *tourism* should be interpreted as a journey carried out repeatedly or in circles, from one place to another, which in English is called the word "tour", while for the plural meaning, "Tourism" can be used the word " *tourisme* or *tourism* (Suwena & Widyatmaja, 2010). Based on this understanding, it can be concluded that tourism is the activity of traveling from one place to another for the purpose of recreation, not residence.

Promotion Strategy

According to Lynch in Wibisono in Martowinangun Casino, et al., defines strategy as a pattern or plan that integrates the main goal or company policy with a series of actions in a mutually binding statement. Meanwhile, the definition of promotion according to Kotler and Keller in Martowinangun Casino is a means used by companies in an effort to inform, persuade and remind consumers directly or indirectly about the products and brands they sell. Fandy Tjiptono also explained that promotion is a form of communication that seeks to spread information, influence, persuade and remind the target market for a company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned (Martowinangun et al., 2019).

Based on the definition of strategy and promotion, it can be concluded that promotional strategy is one of the activities carried out by a company in introducing, informing and persuading a consumer to buy the company's product or brand with the aim of achieving sales levels.

The right marketing strategy can be done with a marketing mix. According to Kotler in Manafe, there are five types of promotional activities, namely (Fauzzia et al., 2019):

1. Advertising (*Advertising*), which is a form of non-personal promotion, using various media aimed at stimulating purchases.
2. Face-to-Face Sales (*Personal Selling*), which is a form of personal promotion with oral presentations in a conversation with prospective buyers aimed at stimulating purchases.
3. Publicity, namely a form of non-personal promotion regarding a particular service or business entity by reviewing information about news/products (generally scientific in nature) .
4. Sales Promotion (*Sales Promotion*), which is a form of promotion carried out using marketing personnel who are experts in their fields.
5. Direct Marketing (*Direct Marketing*), which is a form of personal selling directly aimed at influencing consumer purchases.

When carrying out promotional or marketing activities, of course they must be in accordance with Islamic principles. According to Islamic principles, marketing activities must be based on the spirit of worshipping God the Almighty Creator, making every effort possible for the common good, not for group interests, let alone personal interests. Promotional strategies in Islamic economics are advertising media using the principles of truth and honesty, sales promotions using the principles of trust and like-mindedness, personal selling *using the* principle of sincerity (Habirahman, 2017).

Digital Platforms

Platform is synonymous with planning for certain work, in computer science it can be interpreted as a place of travel in a technological system in the form of *software* or *hardware* . Meanwhile, digital can practically be interpreted as technology related to the internet or *online media* . So a digital platform in the business sector is a work plan that utilizes internet technology, *electronic media* or *online media* . *E-commerce* or *electronics commerce* or *e-business* is all trade/business activities carried out using electronic media (Martoyo et al., 2022).

Van Dijk in Tatang Rusata explains that social media is a media platform that focuses on the existence of users who facilitate activities and collaboration. Therefore, social media can be seen as an *online medium* (facilitator) that strengthens relationships between users as well as a social bond. The *real time nature* of *Instagram* social media emphasizes visuals, varied features, easy to use and efficient (Rusata, 2019).

Looking at these explanations, it can be said that the existence of a digital platform based on social media technology is one of the appropriate and effective

strategies for introducing and informing about a product, especially for tourist destinations.

To measure the level of effectiveness of promotions through social media platforms, it can be measured using four instruments, namely *attention* , *interest* , *desire* and *action* (AIDA). In short, the AIDA concept is the stages for a tourist who will travel by searching for travel information online *which* consists of attention, interest, desires and also decision making. There is a more detailed explanation of the aspects of the AIDA concept according to Rangkuti in Chikameirani Adhanisa and Anna Fatchiya, namely (Adhanisa & Fatchiya, 2017):

1. *Attention* is an effort to get attention from consumers. There has been a marked change in consumer attitudes.
2. *Interest* is an effort to attract consumer interest. Consumers are starting to feel interested in the goods or services offered.
3. *Desire* is an effort to arouse desire. Consumers are not only attracted, but consumers are encouraged to want the goods or services offered.
4. *Action* is an effort that causes action. Changes are clearly visible in consumers, namely by purchasing the goods or services offered. Such as making purchases, registering, or contacting related parties.

The AIDA concept can help marketers and advertisers plan effective campaigns to convert potential customers into actual customers.

RESEARCH METHODS

This research uses descriptive qualitative research methods. Where the descriptive qualitative research method is a research method for describing a phenomenon, social condition, or event descriptively and presented as is according to the facts that occurred in the research object. This research was conducted at the Lon Malang Beach tourist attraction which is located in Batu Lenger Sokobanah, Sampang Regency, East Java Province by describing the effectiveness of digital media platforms as a promotional strategy. The data sources in this research are primary data and secondary data. This primary data was obtained directly based on explanations from interviews with related parties, both managers and visitors. This secondary data is obtained directly and collected to complement primary data. Data collection techniques through observation, interviews, and documentation with data collection techniques using data reduction, data presentation, and drawing conclusions. Meanwhile, for data validity techniques, researchers used source triangulation techniques.

RESULTS AND DISCUSSION

General description of Lon Malang Beach Tourism

Lon Malang Beach is one of the natural tourist destinations in Sampang, precisely in the Bira Tengah tourist village, Sokobanah District, Sampang Regency. The Bira Tengah tourist village is a tourism village based on nature conservation combined with digital as well as a means of tourism education to facilitate access for visiting tourists. Lon Malang Beach began to be managed on June 25 2016. Before it was managed, initially this beach was unkempt, dirty, and used as a dumping ground for rubbish and irresponsible actions. So the village youths coordinated with community leaders, village youths, fishermen figures, and village heads to manage the Lon Malang beach area and started the management by planting 3000 shrimp pine trees obtained from the East Java provincial environmental service with the aim of preserving the environment of the beach area. in Central Bira Village. The management of Lon Malang beach consists of 3 groups, namely: BUMDES as the part that handles administration, POKDARWIS the part that manages tourism, and for the community part there is POKMASWAS (Supervisory Community Group).

At the beginning of 2017, the Lon Malang beach tourist area was visited by many local residents as a place to relax and play in the sand. As time goes by, more and more residents are playing in the beach area, so there is a fee rule for local and local residents to pay Rp. for parking. 3000 and used as beach boarding income. In March 2017, POKDARWIS Lon Malang Beach took the initiative to develop the beach area by providing seating facilities, warning signs, photo spots and named it Lake Asmara. In 2018, this tourist attraction was officially operational and replaced with the name Lon Malang Beach. The name Lon Malang itself comes from two words, namely Solon and Malang, solon is an irrigation canal that empties into the sea, called solon , Malang is a directionless and irregular cross section, from the two sentences above it was converted into the words LON and MALANG.

Development of Tourist Attractions and Attractions

The development of a tourism destination is an important issue in driving the tourism sector to help improve the community's economy and the country's foreign exchange earnings. The development of Lon Malang beach tourism over time has been very rapid, what was originally just a wilderness area has now become an attractive tourist spot, with facilities that are said to be sufficient so that many tourists visit it. As time goes by, Lon Malang beach tourism continues to show its development, this is proven by the increasing number of visits. However, to continue developing its potential, this tourism still focuses on developments related to institutions, cleanliness and *sanitation* . Even though the development does not focus too much on facilities, the facilities available at Lon Malang beach can be said

to be sufficient, starting from seating, *toilets* , *prayer rooms* and also attraction facilities such as horse riding, ATV motorbikes, and most recently *banana boats* .

Apart from that, this tour also provides *homestay* accommodation with complete facilities, *camping packages* and *gathering packages* with an entrance ticket price of Rp. 8000 for *weekdays* and Rp. 10000 during holidays. So that in 2021-2022 Lon Malang beach tourism won consecutive awards with a video competition profile of tourist villages in East Java. The cleanliness, comfort and charm of Lon Malang beach tourism can attract tourists to visit. To maintain this attraction, Lon Malang beach tourism managers always preserve the surrounding environment with the help of the local community. For this reason, many visitors say that the cleanliness of Lon Malang beach is able to attract tourists to visit compared to other beach tourism in Sampang. This has been proven since after the Covid-19 pandemic, which initially only reached 49,050 visits, this has increased by 138,065 visits in 2022, with an average of 100 tourist visits per day (Data on Tourist Visits at Lon Malang Beach, 2022).

Effectiveness of Using Digital Platforms as a Promotion Strategy for Lon Malang Beach Tourism

As time goes by, the increasing use of the internet has made many people use social media such as *Facebook* , *Instagram* , *Tik-Tok* , and others to use as a promotional strategy to attract consumer attention, including tourist destinations. A good and appropriate promotional strategy can create great opportunities to achieve success. Apart from word of mouth promotional strategies, the use of digital media *platforms in carrying out promotional activities has also been proven* to be very effective because it can disseminate information widely and quickly without requiring a high *budget*. *For this reason, the existence of digital media platforms is widely used as a big business opportunity in terms of marketing. One of the users who utilizes digital media platforms as a promotional strategy is the* Lon Malang beach tourism manager who also uses digital media platforms as a promotional strategy to market his tourist destinations to attract potential visitors. tourists to visit. The digital media platforms used by Lon Malang beach managers include the official Lon Malang beach *website* , *YouTube* , *Instagram* , *Tik-Tok* , and also *Facebook* . To measure the effectiveness of using digital media platforms as a promotional strategy, there are several things that must be considered. The concept for measuring the level of effectiveness is to use the AIDA concept, where the AIDA concept is an abbreviation for *Attention* , *Interest* , *Desire* , and *Action* .

1. *Attention* is an effort to get the attention of consumers. The efforts made by the Lon Malang Beach tourism manager to attract the attention of potential visitors are by introducing the attractions of the tourist destination such as providing souvenirs, homestay accommodation, and

also the attractions at the Lon Malang beach tourist attraction. Apart from that, the strategy used by the management to attract the attention of tourists is through digital and offline promotions such as sponsorship or certain events.

2. *Interest* is an effort to attract consumer interest. The efforts made by Lon Malang Beach tourism managers to attract potential visitors are in terms of the cleanliness of the beach area and also the beauty of the white sand. The white sand on Lon Malang beach is able to make visitors feel comfortable, apart from that, the prawn pine trees, *sunset* or *sunrise panoramas* are also the most popular among tourists.
3. *Desire* is an effort to arouse consumer desires. The efforts made by Lon beach tourism managers Malang, namely by creating content during crowds or certain *moments* such as water attractions, horse riding and ATV motorbikes at Lon Malang beach tourism. Apart from that, when the holidays approach, the managers will spam content about what you can do while on holiday at Lon Malang beach.
4. *Action* is an effort that causes action such as making a *reservation* or visiting. The efforts made by Lon Malang beach tourism managers are by creating content which is then uploaded *on* social media with interesting *captions to invite potential tourists to enjoy the beauty of the tour*. Apart from making *captions* in the form of invitations, these beach tourism managers also write descriptions regarding the facilities provided.

Based on the results of researchers' interviews with managers and visitors, it appears that promotional activities through digital media platforms are very effective. Apart from that, the *interest* and *action stages* are effective in disseminating information regarding the Lon Malang beach tourist destination so that tourists are interested and decide to visit, while the *attention* , *interest* and *desire stages* are effective in attracting tourists' attention. In this case, a manager must have a *plan* so that the promotion continues to get attention and attract the interest of potential tourists to visit. The plans made by Lon Malang beach tourism managers are to ensure that the effectiveness of using digital platforms as a promotional strategy continues to increase, namely by continuing to promote and be active on social media, apart from that, the managers also *repost posts from* visitors who *tag* Lon Malang beach social media accounts , both photos and educational videos such as selecting information about tourism, panoramic views of the beauty of Lon Malang beach tourism. This has proven to be very useful and successful in attracting tourists to visit.

Of course, promotional activities do not always run well and according to plan, but there are also obstacles experienced by Lon Malang Beach tourism managers in carrying out promotional activities, namely in terms of content creation.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results, it can be concluded that the use of digital platforms as promotional media is an appropriate and effective strategy to use in attracting tourists' *attention* , *interest* and *desire* to visit Lon Malang beach. At the *interest* and *action* stage, it is effective in disseminating information related to Lon Malang beach tourism. Even though carrying out promotional activities via digital platforms is effective, there are obstacles in creating content experienced by the management and creative team of Lon Malang beach tourism.

Suggestions

Based on the conclusions above, the advice that can be given to managers is that content creation can be further developed so that the content of the digital media platforms used is not just *stuck* on the same content.

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