

## Research Article

# Application of Digital Marketing in Building Brand Awareness in Tourism Destinations

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**Abstract.**

The marketing field continues to evolve due to increasing global competition and advancements in technology. The technological revolution, combined with changing consumer habits among newer generations, has introduced new ways to communicate with consumers, especially in the tourism sector. Today, digital marketing plays a crucial role in success of tourism businesses, significantly shaping their strategies to attract and engage consumers. In addition to digital marketing, brand awareness is also a key factor in the effectiveness of tourism promotion. Indonesia's rich natural resources present a strong foundation for tourism, and it is expected that tourism managers in Madiun Regency will utilize the internet as a main marketing tool. This study aims to explore how digital marketing is used to build brand awareness in tourist villages in Madiun Regency. Using a qualitative research approach, the study examines three tourism sites: Pundensari Market Tourism, Watu Rumpuk Tourism, and Brumbun Tubing Adventure Tourism. The findings reveal that while digital marketing efforts to build brand awareness have been in place since the early stages of tourism village promotion, their implementation has faced challenges that have limited their effectiveness.

**Keywords:** digital marketing, brand awareness, tourism village

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## 1. Introduction

Currently, digital marketing plays a role in business success in the tourism industry. According to the explanation from basic source international journal digital marketing has become an inseparable part of every business [1]. Indonesia itself has natural resources that can be utilized in the tourism sector. Natural wealth is a strong attraction for Indonesian tourism. The tourism sector is one of Indonesia's largest foreign exchange earnings. Tourism is the government's mainstay sector as a contributor to foreign exchange, creating business opportunities and encouraging regional development.

In Indonesia, many regions are starting to promote tourism potential that is attractive to tourists. Madiun Regency is one of the areas developing tourism potential. Madiun Regency's strategic location in the center of the Madiun residency is an added value.



Madiun Regency's ease of access can be used as an opportunity to attract visitors. Data for tourist visitors in Madiun Regency is presented in Table 1 [2].

TABLE 1: Data for tourist visitors in Madiun Regency [2].

No	Tourist attraction	2016	2017	2018
1	Selampir Waterfall	639	912	1,056
2	Bening Widas Dam	141,343	134,376	137,446
3	Kresiek Monument	54.115	21,200	28,280
4	Wonorejo site	1,979	1,733	774
5	Madiun Umbul Square	129.106	123,601	174,732
6	Saradan Reservoir	1,507	1,148	597
7	Grape Tourism Wana	56,925	15,955	6.114
8	Kuncen Tomb	2,115	2,138	1,370
9	Nongko Ijo Tourism			85,008
10	Mbrumbun Tourism Village			7,219
11	Rumpuk Rock			101,287
<b>Total Visitors</b>		<b>387,729</b>	<b>301,063</b>	<b>543,883</b>

Judging from the table above, it can be seen that tourism in Madiun has the potential to be developed in the tourism sector. The total number of visitors in the last 3 years has experienced ups and downs, perhaps this could be influenced by an ineffective marketing system. One strategy to increase tourist visits is by optimizing digital-based marketing.

Pradiani conducted a survey and got the results that 132.7 million Indonesians already use the internet. The growing role of digital marketing can influence business strategies in marketing offers to consumers. The need for digital marketing has never been felt before in the tourism industry, where tourists access all information about offers easily. Information technology is growing very quickly and influences various business activities. The effectiveness of using digital marketing as an information medium and being able to reach all elements [3]. According to Abdullah and Ward, internet marketing or marketing via internet media (also known as e-marketing, web marketing, or digital marketing) is a term that covers all methods of marketing products and/or services online [4].

According to Pradiani, digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out [3]. Most people are starting to switch from conventional marketing models to modern marketing, namely digital marketing. Apart from marketing using digital marketing media, brand awareness

also influences tourism marketing. Tourist village managers must understand their brand or tourist village that will be marketed. Brand awareness is the ability to recognize and recall a brand in consumers' minds [5]. Brand awareness is the strength of a brand in the minds of consumers.

Brand awareness includes a process that indirectly involves believing that the only brand is the best. Brand recognition can measure the extent to which consumers are able to recognize the brand without mentioning it. According to Arisandi, without brand awareness, there is a lack of communication in conveying information to consumers [6]. The significance of applying digital marketing in building brand awareness is an interesting thing to study and research. Based on this explanation, researchers want to know how digital marketing is applied in building brand awareness.

## 2. Literature Review

### 2.1. Tourism

Tourism is an activity related to tourist attractions, ranging from tourist trips to businesses related to this field. According to Law No. 10 of 2009, tourism is all activities related to tourism and is multidimensional and multidisciplinary which arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the government, regional government and entrepreneurs [7]. According to Muljadi & Warman, tourism is the activity of changing someone's temporary residence, leaving their daily residence temporarily for any reason except carrying out activities that can generate wages or salaries [8].

Another meaning is said by Suryadana and Octavia, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the government and regional government. From the definitions above, it can be concluded that tourism is a trip to a location over a period of time with the aim of seeking pleasure, a new atmosphere, calming down or other interests [9].

### 2.2. Digital Marketing

The definition of digital marketing from a business perspective is more directed to a marketing system using internet media. Nowadays, companies will be left behind if they do not implement marketing through digital media. So, it is necessary to pay attention to

knowledge of the impact and role of internet technology in the marketing field. Digital marketing is a form of marketing a brand using internet media.

Digital marketing according to Kannan and Hongshuang's theory are activities and processes that use digital technology to convey the value of a product to customers and interested parties [10]. Whereas Prasetyo et al. defines digital marketing as the use of the internet and information technology which aims to improve traditional marketing functions [11].

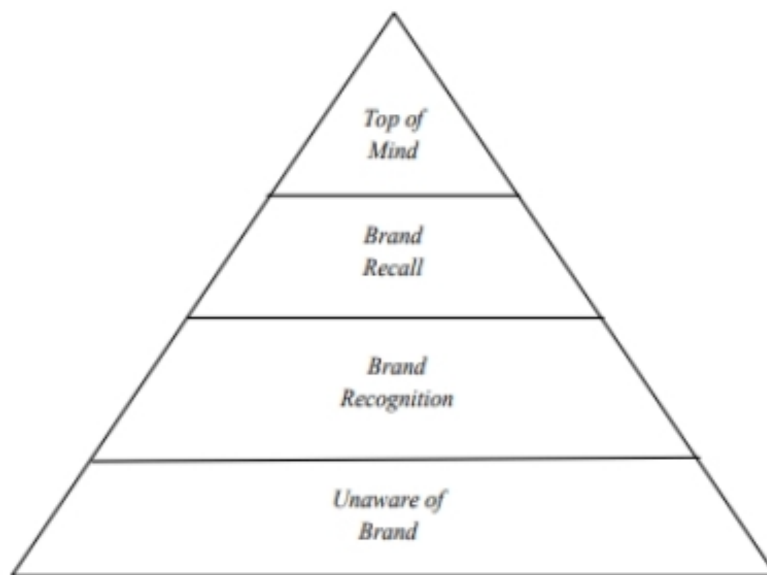
According to Pradiani, digital marketing is one of the marketing media that is in great demand to support various business activities [3]. Currently, people have begun to change strategies from conventional marketing to modern marketing. Digital Marketing is a marketing strategy that uses media connected to the internet, which aims to connect sellers and buyers online without being limited by distance and time [12]. Other words for digital marketing are web marketing, internet marketing, or online marketing. Digital marketing aims to market a brand and increase sales.

### 2.3. Brand Awareness

From theory Putra and Pamungkas explains that brand awareness is the ability of customers to recognize and remember a brand when given certain instructions or conditions [13]. According to Abdulloh and Indrojarwo, brand awareness is the strength of a brand in the mind of a prospective buyer. The role of brand awareness in a brand can be measured from the level of awareness of the brand. In the process of building brand awareness of a brand, brand awareness is a very important part to find out how far the brand can be recognized to become a brand at the top of minds levels [14].

Brand awareness or awareness of a brand is one of the important variables for building brand loyalty. The most important aspect of brand awareness is the form of information in a consumer's memory in the first place. According to Sari et al., 2021, brand awareness is the ability of consumers to identify brands in different conditions, as reflected by their brand recognition or recall performance. The initial level of success of a brand lies in consumer awareness and its existence [5].

Brand awareness is related to the strength of the impression stored in the customer's memory to remember or recognize a brand again under different conditions. The sequential levels of brand awareness can be described as a pyramid (Figure 1) [15].



**Figure 1:** Levels of brand awareness [16].

An explanation of the brand awareness pyramid from the lowest level to the highest level is [15]:

1. Unaware of brand is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand. At this stage, customers feel doubtful or unsure whether they are familiar with the brand mentioned or not. This level should be avoided by companies.
2. Brand recognition is the minimum level of brand awareness, where recognition of a brand appears again after aided recall. At this stage, customers are able to identify the brand mentioned.
3. Brand recall is brand recall without assistance. At this stage, customers are able to remember the brand without being given a stimulus.
4. Top of mind is the brand that is mentioned first by consumers or that first appears in consumers' minds. At this stage, customers remember the brand as the first thing that comes to mind when talking about a particular product category.

### 3. Research Methods

This research uses qualitative research. Researchers apply a qualitative approach so that researchers can answer the research focus by directly extracting data in the field related to the topic being researched. By applying a qualitative approach, researchers

can build familiarity with informants to obtain detailed information in data collection through in-depth interviews, observation and documentation. This research used 3 tourism samples in Madiun Regency, namely Pundensari Market Tourism, Watu Rumpuk Tourism, And Brumbun Tubing Adventure Tourism.

Data analysis in qualitative research is carried out to create data, process data, categorize data, and conclude what is obtained. The analysis used in this research is interactive data analysis. The components of data analysis are data collection, data condensation, data presentation, verification or drawing conclusions.

## 4. Results and Discussion

Madiun is an area located in the province of East Java, Indonesia. Madiun is strategically located as a residency center between Ngawi, Magetan, Ponorogo and Pacitan. Madiun has cultural and natural riches that can be used as regional tourism potential. Many Tourism Awareness Groups (POKDARWIS) in several villages in Madiun Regency have started to utilize the potential of their respective regions to become regional tourism with assistance from the Madiun Regency Tourism Office.

This research used 3 tourist village objects in Madiun District, namely Watu Rumpuk Mendak, Pundensari Gunungsari Market, Brumbun Tubing Adventure Tourism. Watu Rumpuk is a tourist destination with a natural scenery theme located in Mendak Village, Dagang Subdistrict. Pundensari Market is a traditional cultural tourist attraction located in Gunungsari Village, Madiun District. brumbun Tubing Adventure Tourism is a tour that provides tour packages such as rice planting, cooking classes, nature education, waterfalls, and of course kelen or river tubing.

### 4.1. Madiun Tourism Development

Tourism development is a flexible and sustainable process by adapting to situations and conditions based on evaluation results. The current aim of tourism development is not only to obtain foreign exchange income for the country, but it is also hoped that it can improve the regional economy and add new jobs to the area. Tourism can improve the economy around tourism through the circulation of money in the tourist environment.

Madiun Regency is one of the areas that is currently developing in the tourism development stage. One part of the tourism development stage in Madiun Regency itself is regarding tourist villages. The large number of tourist villages, one of which

is in Madiun Regency, has made tourism in Madiun Regency experience a change in success indicators, which were initially guided by the number of visitors and PAD, have now changed to being guided by how much money is circulating in the tourist area.

The advantages of tourism in Madiun Regency itself lie in the potential for cultural tourism, natural tourism and artificial tourism. Madiun Regency is currently focusing on developing special interest tourism. Madiun Regency has many pioneering tourism villages that can be developed and have advantages and potential that are different from other regions. The natural conditions in Selinkar Willis are an advantage of Madiun Regency as a special interest tourist destination.

Tourist village objects in Madiun Regency can become superior tourism by developing the existing natural potential so that Madiun Regency itself has its own advantages or advantages in each region, both in terms of administrative aspects, special interest tourism aspects, and artificial tourism aspects. In Madiun Regency itself there are several tourist villages such as those used as samples in this research, including: Pundensari Market Tourisms, Watu Rumpuk Tourism, and Brumbun Tubing Adventure Tourism.

#### **4.2. Pundensari Market Tourism**

Starting from the renovation of the Punden Pavilion which cost a lot of money but was only used twice a year, the Pokdarwis thought about how to utilize the location so that the pavilion could be used for village activities as well as producing income. In the end, he got the idea of a market destination by using the Punden area to get rid of the haunted impression that had been in the minds of the people of Gunung Sari Village. Pundensari Market uses an old market concept by providing a variety of traditional rural foods. Digital promotion strategy through social media by creating classic-themed selfie spots and showing typical Madiun folk art entertainment.

Pundensari Market Tourism was first opened in 2019, an old market concept that started with only a few traders, but now Pundensari Market Tourism has been joined by many traders. Apart from being used as a traditional street vendor market, Pundensari Market Tourism also functions as a welcoming place for guests for village activities. Starting with the presentation of market snacks which is a symbol of welcoming guests who first enter the Gunung Sari Tourism Village. The Pundensari Market Tourism is held every Sunday morning from 06:00 to 11:30 WIB, starting with morning exercise activities for local villagers, and visitors can join in as well.

#### 4.2.1. Pundensari Market Tourism Digital Marketing

Marketing is an important aspect in developing tourism such as the Pundensari Market Tourism in Gunungsari Tourism Village, and effective marketing strategies need to be implemented in tourism such as the Pundensari Market Tourism in Gunungsari Tourism Village. Currently digital marketing is considered the most effective because it is easy to reach many people and does not require large costs. Digital marketing activities can be carried out on websites, social media and mobile applications. Every digital marketing implemented will have an impact on increasing the number of tourists.

Basically, the challenge of any tourist destination is to provide clear and relevant information to potential tourists so they can make a confident choice. If you make the right choice, someone will handle all the travel documents and preparations, from ticket purchases, local accommodations and tour packages. Websites are very important for a destination in providing information regarding telephone numbers, available facilities, tour package prices, and other information to help tourists travel.

Customers can spend their money on every offer made by the Pundensari Market Tourism management, from accommodation, facilities, and typical Pundensari Market food. Tourists who have the desire to continue to exist and be liked by many people can share their activities while at the Pundensari Market Tourism. So, a tourist attraction needs to have active social media so that it can be known by tourists. Every tourist village manager needs to add marketing media to make it more optimal. The use of digital marketing must continue to be increased to support the marketing of tourist villages such as Pundensari Market Tourism.

#### 4.2.2. Pundensari Market Tourism Brand Awareness

Gunungsari Tourism Village is known for having the iconic tourist destination Pundensari Market Tourism. To build an icon or image of an object, managers must develop a strategy for developing tourist attractions. One of them is providing branding to attract tourists to visit the tourist attraction. One indicator for increasing branding is brand awareness or brand awareness. Brand awareness can be a marketing strategy concept that aims to improve a good image and attract visitors and tourists to create a different image from other tourist villages.

To gain brand awareness, Pundensari Market Tourism emphasizes attractiveness in cultural aspects. The attractions in this tourist village are different and also have

concepts, namely traditional, cultural, unique, old school and classic. As a traditional example, it can be seen from the appearance of the market, then the costumes or uniforms used. And for culture, it offers Javanese cultural attractions such as dance. Pundensari Market Tourism also carries out an environmentally friendly campaign with the principle of selling products without using plastic.

Pundensari Market Tourism conveys its uniqueness by emphasizing cultural aspects. Then, to build brand awareness, the manager always makes sure to embed hashtags in every post about Pundensari Market Tourism. The uniqueness of the Pundensari Market Tourism which carries a traditional theme is what attracts tourists. Pundensari Market Tourism can be an educational tourist attraction for current and future millennial young people in the hope of continuing to preserve traditional culture.

Pundensari Market Tourism can be a choice for tourist visits and has developed as it is now because it has been helped by social media, where the Pundensari Market Tourism itself went viral. Posts that display characteristics or uniqueness and attractions on social media become a stimulus that influences consumer interest. Seeing displays on social media can attract tourists to visit. So, it can be said that digital marketing has an influence on brand awareness in tourism.

#### **4.2.3. Pundensari Market Tourism SWOT Analysis**

Pundensari Market Tourism SWOT Analysis is presented in Table 2.

#### **4.3. Watu Rumpuk Tourism**

Watu Rumpuk Tourism is a natural tourist area located in Mendak Village, Dagangan District, Madiun Regency, precisely on the southern slopes of Mount Wilis. The Mendak Village Community proposed an idea to restore the village economy by building a tourist village by looking at the potential natural conditions in Mendak Village. Watu Rumpuk Tourism was built in 2017 using funds from the village and the Mendak Village Community through the Pokdarwis which was originally a Karang Taruna youth association.

In 2017, an access road was first made to Watu Rumpuk Tourism, due to the limited budget from the village government, namely 40,000,000, which was only enough to clear the land and create an access road. Finally, after meeting again, it turned out that this tourism development needed expert assistance to create the landscape and also needed more funds. After coordinating with a third party who was an expert in tourism

TABLE 2: Pundensari Market Tourism SWOT Analysis.

	<b>Advantages (S):</b> classic serves old food affordable prices (transactions using bamboo) friendly service Can be rented for gatherings or meetings exclusive (only available on Sundays)	<b>Weakness (W):</b> inadequate human resources lack of development budget Infrastructure still uses personal items belonging to Pokdarwis members There is no synergy between the manager and the village government
<b>Chance (O):</b> people travel on Sundays close to the toll road entrance technological advances that make promotion easier	<b>Strategy (SO):</b> display very attractive promotions both in online and offline media create interesting events for tourists	<b>Strategy (WO):</b> training to improve the quality of human resources cooperation between stakeholders in activities or promotions
<b>Threat (T):</b> tourist villages appear that imitate the concept level of consumer boredom (monotonous tourism) the trend of young people preferring foreign culture	<b>Strategy (ST):</b> collaborating traditional culture with current trends continuous innovation to retain tourists	<b>Strategy (WT):</b> development of tourism support infrastructure and suggestions training related to marketing strategies that keep up with current developments

development, they asked for a budget of 200,000,000 to design the tour. In the end, due to the lack of funds, the design was finally made by local people, the result was that a tourist image was formed, although it was less than perfect.

Tourists who want to go to Watu Rumpuk Tourism can see directions for the road they will take via the Google Maps application. On Google Maps, tourists will be shown 3 road routes, namely from Pagotan, Dagangan and Dolopo. From the direction of Dolopo and Dagangan, visitors can follow the directions according to the road signs that have been provided along the road to Watu Rumpuk Tourism. Meanwhile, tourists from the direction of Madiun City can take the Pagotan route, which is the closest route to the center of Madiun City.

4.3.1. Watu Rumpuk Tourism Digital Marketing

In this era, tourism trends have moved towards digitalization. For example, tourists are starting to use digital media to plan activities before and after the trip. Implementing a digital marketing strategy is a good choice to attract tourists and contribute to the recovery of tourism and Indonesia’s creative economy, especially Watu Rumpuk Tourism in Mendak Village.

When it first opened, Watu Rumpuk Tourism had not yet carried out promotions. Watu Rumpuk Tourism became known to the public because it went viral on social media. Currently, whether an activity is trending or not is influenced by social media. Human resources are the main obstacle in marketing, because social media requires creative and innovative individuals. The planned future marketing program is to collaborate with tourism bureaus. Then for the marketing strategy that has been carried out by participating in tourism exhibitions at both provincial and national levels. Watu Rumpuk Tourism's main strategy focuses on digital marketing because they assess that potential enthusiasts for Watu Rumpuk Tourism are young people who like to take photos for posting on social media.

Currently, Watu Rumpuk Tourism has used several social media as a marketing tool. Starting from YouTube, Instagram, Facebook, Twitter, and there are also websites. In the future, Watu Rumpuk Tourism plans to invite social media activists or influencers to work and market Watu Rumpuk Tourism. Digital media marketing is considered easier by collaborating with influencers to attract consumer interest. Marketing using digital media is also more effective because the effect obtained is greater with lower marketing costs.

#### **4.3.2. Brand Awareness of Watu Rumpuk Tourism**

Giving a name or brand to each tour aims to provide an identity so that there is a difference between one tour and another to give uniqueness to the Watu Rumpuk tourist attraction by making something that has not been done and not plagiarized from other tourist attractions. Then to gain brand awareness by becoming a trending topic on social media. One way to become a trending topic is to take advantage of the popularity of social media activists.

One of the visitors to the Watu Rumpuk tourist attraction stated that he first learned about this destination from his family and then looked for more complete information on social media. So these visitors get complete information about the advantages of Watu Rumpuk Tourism from digital media, then indirectly after seeing them on social media these visitors are influenced, resulting in brand awareness.

#### **4.3.3. SWOT Analysis of Watu Rumpuk Tourism**

SWOT Analysis of Watu Rumpuk Tourism is presented in Table 3.

TABLE 3: SWOT Analysis of Watu Rumpuk Tourism.

	<b>Advantages (S):</b> cool natural conditions there is a Tread Bimo climbing route durian and coffee producing area large area	<b>Weakness (W):</b> inadequate human resources location far from the city access is difficult for large vehicles
<b>Chance (O):</b> technological advances that make promotion easier High interest in photographs from tourists become a parent for pioneering tourist villages around	<b>Strategy (SO):</b> display very attractive promotions both in online and offline media create interesting photo spots create tour packages that collaborate with several pioneering tourist villages	<b>Strategy (WO):</b> conducting training on marketing to improve the quality of human resources widening the road for bus access
<b>Threat (T):</b> similar tourist villages appear level of consumer boredom (monotonous tourism)	<b>Strategy (ST):</b> optimizing its potential (development of durian and coffee centers) continuous innovation to retain tourists	<b>Strategy (WT):</b> development of tourism support infrastructure and suggestions create interesting events

4.4. Brumbun Tubing Adventure Tourism

Madiun Regency has extraordinary tourism potential, because the area on Mount Wilis contains a diversity of natural resources such as rivers, waterfalls and large and beautiful expanses of forest. One of the tourist attractions that must be visited is the Brumbun Tubing Adventure Tourism because apart from providing exciting tubing activities, there are also educational tours about nature. Brumbun Tubing Adventure Tourism is located around 14.5 km from Madiun City and takes approximately 23 minutes to travel.

In 2016, the young people of Karang Taruna in Brumbun Village together looked for potential that could be developed and utilized to build tourism in their area. In the end, because it has good natural conditions with waterfalls and rivers and expansive views of rice fields, local youth took the initiative to create a tubing tour or in Javanese it is called “kelen”. Not just tubing, the village youth agreed to create a tour package with an educational theme about nature.

4.4.1. Digital Marketing of Brumbun Tubing Adventure Tourism

Brumbun Tubing Adventure Tourism first promoted its tour on Facebook and distributed brochures in public places. Brumbun Tubing Adventure Tourism also participates in tourism exhibitions at provincial and national levels. The marketing strategy for Brumbun Tubing Adventure Tourism begins with building qualified human resources, because the

hope is that if marketing is carried out by qualified human resources, the chances of marketing success will be greater. Increasing human resources is necessary so that an organization can survive and progress in a better direction.

The use of digital media must continue to be increased to support tourism marketing such as Brumbun Tubing Adventure Tourism. The media used in promotion are websites, Google Business, Instagram and Facebook. In terms of uploading content, it depends on the availability of posting material, posting regularly is important because it is the easiest way to communicate in marketing this tourist village. The digital marketing implemented will have an impact on the number of tourist visits to the tourist village. Using digital media marketing is considered easier, but also more effective. The advantages of digital marketing are that it can be accessed by people all over the world and also does not require large costs for promotion.

#### **4.4.2. Brand Awareness of Brumbun Tubing Adventure Tourism**

Brand awareness can be a marketing concept that can improve the tourism image and attract visitors, brand awareness also builds a different image between one tourist village and another. Tourists who understand that they are coming to a place can differentiate what the environmental conditions are. The hope is that every consumer can provide information by word of mouth about the uniqueness of the Brumbun Tubing Adventure Tourism.

Posts that display characteristics or uniqueness and attractions on social media become a stimulus that influences consumer interest. Seeing displays on social media can attract tourists to visit. So, it can be said that digital marketing has an influence on brand awareness in tourism. Building brand awareness through digital marketing requires teamwork, because there are certain hours for us to upload massively at the same time. The hope is that by posting simultaneously, it can appear continuously on social media so that it can influence the awareness of social media users.

#### **4.4.3. SWOT Analysis of Brumbun Tubing Adventure Tourism**

SWOT Analysis of Brumbun Tubing Adventure Tourism is presented in Table 4.

TABLE 4: SWOT Analysis of Brumbun Tubing Adventure Tourism.

	<b>Advantages (S):</b> rural atmosphere natural conditions clean environment water park	<b>Weakness (W):</b> inadequate human resources lack of development budget minimal infrastructure
<b>Chance (O):</b> technological advances that make promotion easier the only tubing tour in Madiun district school needs related to educational tourism	<b>Strategy (SO):</b> display attractive promotions on digital media create tour packages involving vil-lage MSMEs	<b>Strategy (WO):</b> market-ing related training to develop the quality of human resources con-struction of infrastruc-ture (tourist signage)
<b>Threat (T):</b> level of consumer boredom (monotonous tourism) There are artificial water attractions that provide wave rides drought in the dry season	<b>Strategy (ST):</b> optimize the potential of MSMEs maintain environmental sustainability	<b>Strategy (WT):</b> develop-ment of tourism support infrastructure and sug-gestions carry out out-reach about the impor-tance of protecting the environment

5. Conclusion

Based on research, all tourism villages in Madiun Regency start their marketing through digital media, because basically digital media is a marketing strategy that can be carried out at low cost and has an effective and efficient impact. However, the implementation of digital marketing in touristm villages in Madiun Regency has not yet been carried out optimally, only a few tourist destinations have optimized digital media marketing.

The limitation of adequate tools or devices is an obstacle in marketing tourist villages. The underlying factor for this is the limited budget that tourism villages have to obtain the required infrastructure, almost all marketing support facilities used are the personal property of members of the tourism management. Apart from that, the lack of qualified human resources is also an obstacle in implementing digital marketing, because digital marketing requires individuals who have high creativity to be able to display promotions that are attractive to consumers.

Tourism villages in Madiun District build brand awareness starting by using digital media to get an image that consumers can remember. On digital media, tourist villages display their characteristics or uniqueness in interesting content, so that they can influence consumer’s memory. Routine posting on digital media is also a success factor in building brand awareness.

Several tourism villages have their own strategies used in digital marketing to build brand awareness. In the Pundensari Market Tourism, they use a strategy of setting posting hours at the same time which is carried out by all managers to get the attention of

many social media users. Pundensari Market Tourism also always embeds hashtags or mentions in every post to influence internet search engines. Then on the Watu Rumpuk Tourism they use social media activists or influencers to carry out digital marketing. Watu Rumpuk Tourism hopes that the content created by social media activists can influence consumer awareness. Meanwhile, for the Brumbun Tubing Adventure Tourism, they use a good rating strategy on Google Business to get the attention of consumers. The managers always ask tourists to provide ratings and comments on Google's Brumbun Tubing Adventure Tourism business.

## 6. Suggestion

The management should conduct training on digital marketing strategies by inviting someone who is competent in the field of digital marketing because currently digital marketing has a big impact in all fields. The aim of the training is to improve the quality of the village's human resources. Then the management formed a special team tasked with creating creative content to market the tourist village to attract tourist interest.

Addition or improvement of supporting infrastructure for implementing digital marketing such as cameras, smartphones, laptops. In implementing digital marketing, quality infrastructure is needed so that the output produced is better, because most of the tools used in digital marketing in tourist villages are personal items belonging to management members.

Forming cooperation between the management (Pokdarwis) and the village government, because there are still many tours in the village that are not fully supported by the village government. It is hoped that if there is synergy between the management and the village government, they can get a larger budget for tourism development, because there are still many tours whose development costs come from Pokdarwis' self-help funds.

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