
OPTIMALIZATION OF DIGITAL MARKETING IN AN EFFORT TO PROMOTE SEKAPUK VILLAGE TOURISM VILLAGE UJUNGPANGKAH GRESIK SUBDISTRICT

Mufarokhah¹, Noer Rafikah Zulyanti²

1. Management Study Program, STIENU Trate Gresik, Indonesia
2. Management Study Program Unisla Lamongan, Indonesia
nurmufarokhah71@gmail.com rafikahalie@gmail.com

Abstract

Sekapuk village a few years ago was included in the category of poor and underdeveloped villages, high social inequality and is a conflict-prone village. But now, Sekapuk Village has become a billionaire village. This is because of a very bold change to turn the former limestone mine into a tourist attraction named Setigi or Selo Tirto Giri located on Jl. Deandles North Coast of East Java. This study aims to find out and analyze the optimization of digital marketing in the promotion of tourism villages in Sekapuk Village, Ujungpangkah District, Gresik Regency. The method used is descriptive qualitative with research instruments in the form of primary data obtained from observations, interviews from several visitors, and exposure of local officials as well as secondary data from literacy studies and other relevant documentation. The findings in this study are the application of appropriate and relevant promotional strategies, namely the digital marketing method as a form of long-term planning by utilizing existing resources is a strategy to attract potential tourists to visit Sekapuk Tourism Village.

Keywords : *Sekapuk, Setigi, Kebun Pak Inggih*

INTRODUCTION

Sekapuk village a few years ago was included in the category of poor and underdeveloped villages. In addition, in Sekapuk village there is a very high social gap and is a conflict-prone village. But currently, Sekapuk Village is desa milliarder. Where in 2020, the income of several business units touched billions of rupiah. This is because there is a very bold change to turn the former limestone quarry into a tourist destination, namely the one named Setigi or Selo Tirto Giri which is located on Jl. Deandles North Coast of East Java including Sekapuk village, Ujungpangankah District, Gresik Regency.

A tourist village is a tourist destination area, also known as a tourism destination, which integrates tourist attractions, public facilities, tourism facilities, accessibility, which is presented in a structure of community life that blends with applicable procedures and traditions. A tourist village is a tourism that consists of

an overall rural experience, natural attractions, traditions of unique elements that as a whole can attract tourists. In the context of tourism, the development of tourism villages is an inseparable part of the ups and downs of tourism development. Through tourism villages, tourism proves its partiality to the spirit of tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation.

The extraordinary achievement for Sekapuk Village is inseparable from the marketing strategy so that existing tourism can still exist and be in demand by the community both from inside and outside the city of Gresik. As stated by Abdul Halim, the Head of Sekapuk Village, who wanted Sekapuk Village as a beacon of Gresik. Currently, promotion is only done through word of mouth or what Abdul Halim called advertising through friendship. There is a need for promotion through online media which is currently an effective promotional tool (Puspitarini and Nuraeni, 2019). Community resources that manage promotion need to be improved in their abilities and expertise (Tjayadhi, 2020). Upaya which was done by Abdul Halim, he brought in a photography team to train the citizens of his community in terms of photographing objects and making videos.

Information technology has experienced a fairly rapid development, and in that period of time there have been many platforms that allow people around the world to connect with each other, better known as social media (Astuti and Nurdin, 2021). Some examples of social media that are widely used today are YouTube, Facebook, Instagram, WhatsApp Business and others (Retnowati et al., 2021). The role of these various social media applications is indeed very profitable and provides its own opportunities when used for marketing (Mulitawati and Retnasary, 2020). Social media marketing has proven to be quite effective in helping a business marketing strategy for several circles, especially those engaged in entrepreneurship in supporting the promotion of their business (Widayati and Augustinah, 2019).

Digital marketing is a marketing strategy that uses digital media and internet networks, such as google bisnisku, whatsapp business, website and other platforms. Conceptualization and the application of *digital marketing* are things that are done to boost product sales of a *brand*. *This is because* in fact, internet users in the world are already 4.8 billion more people (Data Reportal). That means, more and more people are connected to the internet so that digital marketing efforts are starting to be needed. There are several benefits of digital marketing for a business / company, namely as follows:

1. **Remove Region and Time Restrictions When Marketing Products.**
The first point of the benefits of digital marketing is the erasure of the boundaries of the marketing area. You are free to promote your products anywhere and anytime, whether on a local, national, or international scale.
2. **Faster and More Targeted Product Sales System.**

The next benefit of digital marketing is that the product sales system is faster and according to consumer interests. When you place an online ad, you can determine the criteria for a suitable person to be your consumer. Thus, your ads will be more efficient and can generate sales more easily.

3. **It's Easier to Build Relationships with Consumers.**

With digital marketing, you don't need to meet consumers directly to provide them with services. Just build interactions through social media and you can build close engagement with them.

4. **Product Personalization Opportunities According to Consumer Characteristics**

The next benefit of digital marketing is the huge potential for product personalization. Through online promotion channels, you can do character profile research of people who are interested in your product/content. After that, you can make product innovations according to the research data.

5. **Got a Lot of Profit in a Short Time**

The last point of the benefits of digital marketing is the opportunity to earn many times the profit in a shorter time. Although it still requires a lot of effort, digital marketing is the most effective and efficient strategy to reach more potential consumers and promote products without having to always spend money.

Based on the background that has been previously discussed, this study aims to find out and analyze the Optimization of Digital Marketing in Efforts to Promote Sekapuk Village Tourism Village, Ujungpangkah Gresik District. In this study using a descriptive analysis research design with the method used is qualitative. Data collection techniques use literature studies and field studies in the form of observations, interviews and documentation.

METHOD

A. Research Design

In this study, researchers used qualitative descriptive methods. In qualitative research, studies of various types of methods will be carried out to obtain accurate data, namely starting from observation approaches, interviews, documentation and literature studies. According to the opinion of Sugiono (2005) which means that qualitative research is more suitable for this type of research that understands social phenomena from the perspective of participants. In simple terms, it can also be interpreted as research that is more suitable for researching the condition or situation of the object of study.

B. Unit of Analysis

1. Research Subjects

The subjects of the study were the Head of Sekapuk village, Sekapuk villagers and tourists at the Setigi Tourism location (Selo Tirta Giri and KPI (Pak Inggih Garden).

2. Object of Research

The object used in this study is Sekapuk Village, Ujungpangkah District, Gresik Regency. Where researchers are looking for information to be able to describe the promotional strategies used in increasing tourist visits to Sekapuk Tourism Village with the concept of Setigi tourism and KPI. Which can elevate underdeveloped villages or poor villages into milider villages with Setigi village tourism and KPI.

C. Data Collection Techniques

Data collection is one of the most important stages in research. The correct data collection technique will result in data that has high credibility, and vice versa. Therefore, this stage should not be wrong and should be carried out carefully according to the procedure and features of qualitative research. The data collection technique in this study is to use the following methods:

1. Thebservasi

Opreservation is also one of the data collection techniques that is very prevalent in qualitative research methods. Observation is essentially an activity using sensory, can be sight, smell, hearing, to obtain the information needed to answer research problems. Observation results are carried out to obtain a real picture of an event or event to answer research questions.

2. Interview

Interview is the process of communication or interaction to collect information by means of question and answer between the researcher and the informant or research subject. In this study, interviews were conducted with the head of Sekapuk village and village tourism managers and visitors/tourists. As for the interviews conducted by researchers, it will be found to clearly describe the promotional strategies used to be able to increase visitors to Sekapuk village which when it became a tourist village.

3. Dokumentasi

Documentation is a method of obtaining information that can be obtained through facts stored in the form of letters, daily records, photo archives, meeting results, souvenirs, activity journals and so on. Data in the form of documents like this can be used to explore information that occurred in the past.

4. Focus Group Discussion

Focus Group Discussion (FGD) is a method used in an effort to find the meaning of an issue by a group of people through discussion to avoid being misinterpreted by a researcher. To avoid subjective meaning by a researcher, a discussion group was formed consisting of several researchers. With some people reviewing an issue, it is hoped that more objective meanings will be obtained.

D. Data Analysis Techniques

Analytical techniques are descriptions of research data with relevant statistics. Data analysis techniques are in the form of descriptive analysis of the results of data generated from the results of interviews, observations, documentation and FGDs. The instrument of this research is the researcher himself as the main [instrument](#) in an effort to collect research data

RESULTS AND DISCUSSION

The results of observations made by the peneliti with the village head resource person on July 20, 2022, gave an idea that at the end of 2017 Sekapuk Village was a lagging village dengan IDM (Building Village Index) of 0.55%. In addition, in Sekapuk there is a very high social gap and prone to conflict and other problems that include the problem of poverty, the environment which slums and graded natural resources (damaged and left), banjir and undeveloped BUMdes.

Sekapuk Village has a myriad of problems from time to time including poverty, slum environments, floods, and stagnant and undeveloped BUMDes. However, at the beginning of 2018, the Village Government is committed to making improvements that are realized through improving the performance of BUMDes, developing and improving village infrastructure, as well as fostering and empowering the community's economy. To solve these problems, there are efforts made by the village coconuts, namely by turning the former mine into a tourist attraction. This is intended by becoming a tourist village that will be able to turn sekapuk village into a developed village and widely known to the wider community, so that the problems of poverty, unemployment and its problems can be solved. For example, related to the problem of poverty, sekapuk village can open job opportunities for the community, namely by hiring community residents to work in setigi and KPI tourist attractions, and can sell food and drinks in setigi village tourism, this makes the family economy in the sekapuk village community increase. Besides the purchase of scholarships from village tourism products, with the hope that the residents of the village community will not go to school.

Currently, Sekapuk Village is an Independent Village with an IDM of 0.88% (IDM JATIM 2020). It doesn't stop there as if you innovate again with the declaration of a billionaire village in September 2020, because the net profit and turnover from BUMDES have achieved a turnover of more than IDR 11 billion with a profit of around IDR 4.5 billion from BUMDes. From that value, BUMDes as a village economic institution is able to contribute more than RP 2 billion in Village Original Income (PADes). Where the value is higher than the Village Fund from the Central Government

Based on the results of an interview with Abdul Hamid as the head of Sekapuk village, he said, b erangkat of theproblem an that occurred in Sekapuk village, namely resources that experienced degrad AsI or environmental damage, namely the existence of limestone mine excavations, is no longer functioning and efforts to rectify the problem are used as landfills by the community. In 2017 when the village kapala position began, Abdul Hamid tried to rack his brains, starting to think about makinga potential that had been graded into potential

which promises to be used as opportunities, progress, development, additional income, opening up job and business opportunities for rural communities.

Starting from a former mine which since 2003 has been converted into a landfill. In 2018, it began to be cleaned up with the cooperation of village officials and local communities. Abdul Hamid already had the concept of making the location of this mine beas into an artificial tourism so that SETIGI (Selo Tirta Giri) was built. Not without obstacles, because it turns out that not all local residents support Abdul Hamid's idea. According to the interview, only less than 10% of the community's citizens support this development. Because of the 2800 houses/families that agreed with the construction of SETIGI, only 260 households. However, it did not dampen Abdul Hamid's enthusiasm to stick to his determination to realize the mission of building Sekapuk Village into a billionaire village. January 2019 the construction of phase I was carried out until in January 2020 SETIGI began to be operationalized and Sekapuk was designated as a Tourism Village.

To further echo Sekapuk Village as a tourist village, Abdul Hamid's efforts did not stop, in 2021 he initiated agrotourism with character. The meaning of the word character is that Abdul Hamid deliberately planted traditional plants typical of Sekapuk Village, such as Trenggulun, one of them. Because he wants to instill thoughts in the community, especially Sekapuk Village, that the development of agro-tourism is based on the strength of the richness of the potential and character of the region, not because it imitates from the region. other. Right in February 2022, Pak Inggih Plantation Agrotourism (KPI) was realized. The naming of Kbn Pak Inggih has historical value. Because the location where the KPI stands comes from *crooked* land (a reward for the village head who is in office / village official), at the same time contains the meaning of asking questions and replied.

... asked, "Garden sir ?"

... replied, "Inggih"

In the development of tourist villages, it is necessary to hold promotional activities to attract tourists. Sekapuk Tourism Village, which is in the Ujungpangkah sub-district, needs to develop the right promotional strategy to increase the number of visitors. Promotion strategy as a form of long-term planning by utilizing the resources owned to provide tourism service products and excellent services aims to influence and attract potential tourists to visit Sekapuk Tourism Village. Advances in information technology that are developing very rapidly can be utilized by tourism service managers as a medium to communicate tourist service products. This has also been and continues to be done by sekapuk village to promote sekapuk village to become a tourist village, namely with superior products in the form of Setigi natural tourism and KPIs.

Digital marketing, which is one of the digital platforms, can be used in communicating the marketing of Sekapuk Village tourism services. The digital era demands innovation and creativity of tourism service business managers in implementing promotional strategies using the help of information technology.

Changes in the behavior and lifestyle of millennials and generation Z people who are very familiar with digital marketing are the reason why business actors must utilize information technology in marketing activities to maintain and develop their business. Keberhasilan sekapuk village which is currently known to the community a rakat luas to communities outside gresik regency even sampai abroad, is inseparable the role of progress d igital marketing is good but this is supported by semangat and hard work, inovasi sustainable, Cooperation dan continue to do jej Aring with stakeholders carried out by the village head (Pak Inggi), besides that there is a high participation of the Ka T community.

Currently, the media used to promote SETIGI tourism and KPI tourism are Facebook and Instagram. With the name of the billionaire village attached to Sekapuk village, this is inseparable from the success of the marketing of SETIGI tourism objects and KPIs. Optimization of social media accounts along with *branding inventory* so that the two tourist attractions remain in demand by the public. Because good promotion will attract consumers to visit (Panjaitan and Panjaitan, 2022). The greater the digital marketing, the greater the interest of visitors (Indriastuty 2020), where the promotion strategy is the main basis for increasing visitor interest in tourism, where the promotion strategy has played a role in attracting tourists to visit (Awaluddin & Sumarni (2021).



Figure 1. SETIGI Facebook Account

Source : Facebook



Figure 2. IG SETIKI Account

Source : IG



Figure 3. FB KPI account

Source : Facebook

Although currently Abdul Halim makes friendship as one of the promotional strategies to introduce Sekapuk village tourism objects, it is undeniable that the digital era makes promotional methods and Sales are becoming transformed from conventional marketing to digital marketing. Thus the village of Sekapuk must also not be caught off guard by the civilization that is currently developing. Because to be able to reach consumers to the end of the world can only be done through networks such as social media platforms. Because there are actually many benefits of media optimization in the digital marketing era, including:

- a) More cost-effective
- b) Remove region and time restrictions when marketing a product
- c) Marketing Team doesn't need to jump into the field
- d) Faster and more targeted product sales system
- e) It's easier to build relationships with consumers
- f) Get a lot of profit da;am short time

CONCLUSION

Promotion is one of the *inventory* of product *branding*, both goods and services. Digital media marketing is one of the strategies for SETIGI and KPI to be reached by consumers in all corners of the country and even the international world. Thus, the implementation of the right promotion strategy through optimization of digital marketing needs to be carried out by Sekapuk village. There are many benefits that can be taken by using digital marketing such as the use of social media platforms.

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