DIGITAL MARKETING IN PROMOTION OF TOURISM OBJECTS IN SELAYAR ISLANDS REGENCY

Ulfa Mawaddah Burhan[A]

ARTICLE INFO	ABSTRACT
	Purpose: Digital marketing promotion is a modern step taken by the Selayar Regency Tourism Office to introduce tourism potential in its area. **Theoretical framework:** The results of the study, using Computer Mediated Communication analysis, promotion mix **Design/methodology/approach:** this type of research is qualitative descriptive using computer mediated communication theory. Informants in the study used purposive sampling technique. Data collection techniques used interviews, documentation. **Findings:** found that the Selayar Islands Regency Tourism and Culture Office uses promotional media through web-sites with clickable features including homepage, news, advertorials, events and activities, profiles, best destinations, destinations, art. and culture, public facilities, search, video besides using social media including Instagram, Facebook, YouTube. Finally, by using digital media, it is possible to display promotional activities for tourism objects widely which can be seen by local and foreign people **Research, Practical & Social implications:** We suggest a future research agenda and highlight the contribution made in the development of tourism destinations in the Selayar Islands Regency **Originality/value:** The results show that the intensity of digital promotion in the development of tourism potential provides a tangible manifestation of the visit of foreign tourists and local tourists Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1054

MARKETING DIGITAL NA PROMOÇÃO DE OBJETOS TURÍSTICOS NA REGENCIA DAS ILHAS SELAYAR

RESUMO

Objetivo: A promoção de marketing digital é um passo moderno dado pelo Selayar Regency Tourism Office para introduzir o potencial turístico em sua área.

Enquadramento teórico: Os resultados do estudo, utilizando a análise da Comunicação Mediada por Computador, mix de promoção

Desenho/metodologia/abordagem: este tipo de pesquisa é qualitativa descritiva usando a teoria da comunicação mediada por computador. Os informantes do estudo usaram a técnica de amostragem intencional. Técnicas de coleta de dados utilizadas entrevistas, documentação.

Resultados: constatou-se que o Selayar Islands Regency Tourism and Culture Office usa mídia promocional por meio de sites com recursos clicáveis, incluindo página inicial, notícias, publicidade, eventos e atividades, perfis, melhores destinos, destinos, arte. e cultura, equipamentos públicos, busca, vídeo além do uso de mídias sociais como Instagram, Facebook, YouTube. Por fim, com o uso de mídias digitais, é possível divulgar ações promocionais de objetos turísticos de forma ampla, que podem ser vistas por pessoas locais e estrangeiras

Pesquisa, implicações práticas e sociais: Sugerimos uma futura agenda de pesquisa e destacamos a contribuição feita no desenvolvimento de destinos turísticos na Regência das Ilhas Selayar

[A] Master in Hasanuddin University. Hasanuddin University. Indonésia. E-mail: mawaddahulfa20@gmail.com
Orcid: https://orcid.org/0000-0003-2670-827X

Intern. Journal of Profess. Bus. Review. |Miami, v. 8 | n. 5| p. 01-19 | e01054 | 2023.

1

Originalidade/valor: Os resultados mostram que a intensidade da promoção digital no desenvolvimento do potencial turístico proporciona uma manifestação tangível da visita de turistas estrangeiros e turistas locais

Palavras-chave: Comunicação Mediada por Computador, Marketing Digital, Promoção, Mídia Social, Objeto de Turismo.

MARKETING DIGITAL EN LA PROMOCIÓN DE OBJETOS TURÍSTICOS EN LA REGENCIA DE LAS ISLAS SELAYAR

RESUMEN
Propósito: La promoción del marketing digital es un paso moderno dado por la Oficina de Turismo de la Regencia de Selayar para introducir el potencial turístico en su área.
Marco teórico: Los resultados del estudio, utilizando el análisis de la Comunicación Mediada por Computadora, mezcla de promoción.
Diseño/metodología/enfoque: este tipo de investigación es cualitativa descriptiva utilizando la teoría de la comunicación mediada por computadora. Los informantes en el estudio utilizaron la técnica de muestreo intencional. Técnicas de recolección de datos utilizadas entrevistas, documentación.
Hallazgos: se encontró que la Oficina de Turismo y Cultura de la Regencia de las Islas Selayar utiliza medios promocionales a través de sitios web con funciones en las que se puede hacer clic, que incluyen página de inicio, noticias, publirreportajes, eventos y actividades, perfiles, mejores destinos, destinos, arte. y cultura, instalaciones públicas, búsqueda, video además de usar redes sociales como Instagram, Facebook, YouTube. Finalmente, mediante el uso de medios digitales, es posible mostrar ampliamente las actividades promocionales de los objetos turísticos que pueden ser vistos por personas locales y extranjeras.
Implicaciones de investigación, prácticas y sociales: sugerimos una agenda de investigación futura y destacamos la contribución realizada en el desarrollo de destinos turísticos en la Regencia de las Islas Selayar
Originalidad/valor: Los resultados muestran que la intensidad de la promoción digital en el desarrollo del potencial turístico proporciona una manifestación tangible de la visita de turistas extranjeros y turistas locales

Palabras clave: Comunicación Mediada por Computador, Publicidad Digital, Promoción, Medios de Comunicación Social, Objeto Turístico.

INTRODUCTION

Indonesia has the beauty of tourism potential in different regions, this potential can be utilized as a tourism object in the business world. The growth of tourism is a potential for sustainable economic growth with the progress of tourism in an area and the increase in visits will have changes to the original income of the region. Tourism is one of the new industries that is able to increase economic growth rapidly in terms of employment opportunities, income, standard of living and in terms of activating other production sectors in tourist receiving countries (Utama, 2017).

Law number 10 of 2009 explains that tourism is part of a whole interrelated line starting with the existence of tourism as a travel activity carried out by a group or individual, tourists as people who travel, the existence of facilities, and services available in the local community, entrepreneurs and the government, the tourism industry as a collection of interrelated tourism businesses in order to produce goods and or services as a fulfillment of the integrity of tourists in tourism organizers.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

2

The world economic forum released the tourism competitiveness index in 2019, Indonesia's tourism was ranked -40 out of 140 countries with a score of 4.3 out of a scale of 7, so this result gives an increase which was originally ranked 42 in 2017 to rank 40. years in 2019 this progress certainly has an impact on the country's economic income.

In this case, in 2019, the Selayar Islands Regency was also one of the data from the central agency for statistics, its per capita income reached 4.6 million per year, the 10th highest of 24 City regencies in South Sulawesi by recording its economic growth reaching 8.7 percent. On this basis, Selayar Regency has achieved economic growth in South Sulawesi.

The development of the potential of the tourism industry is related to the increase in the number of tourists so that the achievement of economic growth in the area also increases, but this condition changed when the pandemic entered Indonesia, the tourism industry sector which was most affected, not free tourist visits, regional restrictions, so that the tourism does not work.

Selayar Islands Regency is one of the regions within the province of South Sulawesi with the capital city at Benteng and serves as the gateway to the southern part of South Sulawesi with regional characteristics in the form of an archipelago whose administrative area consists of 11 sub-districts with an area of 9,146.66 Km2 with territorial boundaries of waters. Bulukumba Regency in the north, Bone bay waters in the east, Flores Sea in the south, and Makassar Strait waters in the west. Selayar Islands Regency is located on a busy national shipping lane, and even once served as a bustling international shipping transit area long before independence, this is evidenced by the abundance of high-quality Chinese ceramics such as relics from the Sun dynasty, Yuan dynasty, Ming dynasty. , the Ching dynasty and Gong Nekara made in the bronze age which is the oldest and largest gong nekara in the world. Likewise with the discovery of an anchor with a giant size in its day as historical evidence that the Selayar Islands Regency was once a bustling port for international shipping. This evidence shows that the geographical location of the Selayar Islands Regency is very strategic and worthy of being an international class marine tourism development area. So that with its strategic location it can be visited by cruise ships (Cruise and Yacht) every year.

The tourism potential of Selayar Regency is a big potential, seen from its regional sector which is surrounded by sea and stretches of beach sand, as well as small islands and mountains. Selayar Islands Regency also has the third largest island with coral reefs in the world, namely atoll reefs in the shape of a ring, this has become a potential for natural and marine tourism which has become an international selling point. inherent so that this potential becomes part of cultural tourism, historical heritage of Gong Nekara and cultural attractions such as raising the

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

3

ula-ula flag owned by the Bajo tribe. The procession is carried out when Bajo tribal children get married.

As for other potentials, namely the potential for culinary tourism because of the coastal area so that seafood is part of its superior culinary, not only seafood, drinking sarabba on the beach and eating fried foods on the beach, making melinjo, making shrimp paste, making processed walnuts, and citrus fruits. which characterizes Selayar oranges, these potentials are part of culinary tourism. The existence of natural and marine tourism potential, cultural attraction tourism, and historical heritage, culinary tourism is part of a unity that has potential that can have a major influence on the economy of the Selayar Regency area, especially in the tourism industry.

For its potential, marketing promotion activities are the most important part of the tourism industry, marketing carried out is part of agency policy to promote tourism potential in the region.

The Selayar Islands Regency Tourism Office is taking modern steps to maximize tourism promotion through digital marketing, namely maximizing websites, social media including Instagram, YouTube and Facebook. Marketing promotion activities through digital are part of marketing communication activities carried out by agencies so that communication becomes the most important aspect in tourism marketing. According to (Soemanagara, 2008) related to the notion of communication aims so that the message or information conveyed can have the desired impact and achieve the similarity of the sender's wishes with the recipient's behavior, for example through message content or content with the media used in digital marketing. the stage of change which includes changes in knowledge, changes in attitudes, and changes in behavior. Knowledge related to existing tourism in Selayar regency, changing attitudes with a sense of interest, for example seeking more information related to tourism in Selayar to the stage of changing behavior by visiting tourists directly. Based on the description above, an efficient digital marketing strategy is needed. This study aims to find out how the tourism office of the Selayar Islands Regency carries out a digital marketing strategy in promoting tourist objects in the Selayar Islands district.

LITERATURE REVIEW

Studying digital marketing strategies is a big concern for every agency so this is also a big concern for researchers, increasingly sophisticated technological developments make marketing changes a material that is always discussed, this literature is indeed very broad,

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

4

especially related to marketing communication strategies. The entry of the internet indicates digital access so that digital marketing is also easier to access and is carried out at a relatively lower cost compared to conventional and covers more audiences. Agencies can develop their products by packaging them as creatively as possible as well as what will be done in the world of tourism, tourism becomes part of the product and the tourism agency will carry out its marketing strategy, the success of the tourism agency is determined by the strategy carried out.

Complex world of tourism for its products requires the role of communication from all lines, especially how to communicate tourism marketing, communicating the content of messages related to tourism in communication media. These contents can be accompanied by related tourism destinations, tourism promo offers, accessibility and human and institutional resources in tourism. Tourism communication is closely related to marketing communication, this theory contributes to communication theory, marketing strategies, marketing elements, product theory, brand theory and branding (Bungin, 2015).

The tourism development process requires planning in carrying out development strategies so that it uses planning approaches that can be done by looking at the epistemological aspects of tourism including the systems approach, institutional approach and product approach (Utama, 2021)

Tourism marketing can be seen how to create value to consumers on what is received and felt by tourists when visiting a tourist object so that they want to return and recommend to others, meet the needs of tourists when they visit a tourist object (Gronroos, 2006). travel or service by fulfilling consumer promises and safety and comfort when traveling for tourists (Prayogo, 2018).

The position of the study in tourism marketing communication or can be linked as tourism communication marketing. In the strategic planning of the ministry of tourism and creative economy 2020-*2024* , the potential for tourism marketing development has been mapped, including:

a. Seeing the growing potential of foreign tourists and domestic tourists.

b. A positive image that is built through various events and important events.

c. The role of media and information and communication technology.

d. An increasingly broad marketing partnership is built among tourism actors.

e. Indonesia's promotions are getting stronger and more focused and promotional media are increasingly diverse.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

5

f.   The Equaty wonderful Indonesia brand as a tourism image of a country is in the top 10 in Asia in 2019.

g.   The development of technology with a new marketing theory concept with marketing 4.0 so that the process is more efficient and effective due to online and offline approaches.

Tourism marketing, namely a marketing system that includes three targets such as the target market, consumer needs, and integrated marketing. while the second system is a product development system which includes several aspects such as management, development and control, planning. Aspect benefit includes the rights and satisfaction of consumers, local communities, protection and development of the environment and culture (Payangan, 2013). Marketing needs to go through a communication process so that a social and communication process is formed between the company and the community as consumers (Boyle & Proctor, 2009). Marketing communication is related to company branding and positioning, this is very important, especially in maintaining the company's position in the market (Puspaningtyas, 2022).

The concept of marketing communication can be described as a form of communication used by organizations to inform a product and influence buyer behavior to buy from consumers and potential customers, with the technique of telling the benefits of the value of goods for the services offered (Panuju,2019), marketing is driven by four basic elements as the marketing mix, namely product, place, price, promotion (Cangara, 2017). In addition to the four components, there are seven other components in the marketing mix (Gozali, 2013) including:

people as human resources, processes as services to consumers, physical edvence buildings that need attention or spatial planning that can improve the mood of visitors, for example providing hotels or homestays. Marketing Communication represents the combination of all elements in the marketing mix that facilitates exchange by creating a meaning that is disseminated to customers or clients (Sukoco, 2017) According to (Kotler, 2019) the marketing mix as a marketing group that the company uses to achieve its marketing goals.

Promotion Mix (Promotion Mix)

Promotion comes from the word promote in English which is defined as developing or improving, promotion is part of one component of the marketing mix, the company to be known or known and accepted by the market or target, the company must marketing their products through the marketing mix, namely promotion (Indriastuty,2020). While in the sense The

promotion mix is a total marketing communication program that is a company consisting of advertising, personal selling, sales promotion and public relations that the company uses to achieve its advertising and marketing objectives (Jaiz, 2014). In essence, the promotion mix is part of the activities of the marketing mix aimed at products or goods and services that can be known by the target market through the activities of promotional items, which are known in general. (Kotler, 2001) put forward the factors in determining the promotion mix seen from the type of product and market consisting of consumer goods companies and industrial goods companies. Marketing companies use the promotional mix for both traditional and digital marketing functions, so that the selection of the promotional mix with the right media selection can increase brand awareness, to product decision making (Arianto, 2021). A promotional program can be successfully realized when the promotion technique is used and there is coordination in its use (Morissan, 2010).Keyword marketing includes putting marketing communications in front of users based on the keywords and phrases they use to search(Waebuesar, 2022).

Digital Marketing

Digital marketing is the marketing of goods and services that are targeted, measurable, and interactive using digital technology, the main purpose of digital marketing is to promote brands, shape preferences, and increase traffic through digital marketing (Wati, 2020). In the digital marketing process using the term content, content marketing is a marketing strategy where we plan, create, and distribute content that is able to attract the right audience, then encourage them to become customers. (Aziz, 2020), the content design is in the form of text, graphic info, images, audio, video.

The types of digital marketing include

1. Website benefits in its use as a promotional media that is easily accessible at any time so that it can respond to requests to searchers, provide valid information to customers, efficiency means saving costs

2. Social media marketing is marketing that uses social media sites to increase visibility on the internet and to promote products and services

3. Search Engine or a special type of website search engine to collect a list of websites that can be found on the internet in a database which then displays a list of indexes.

4. Email Marketing an act or activation of sending commercial messages such as promos, product offers.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

7

2. This digital type of online advertising is almost the same as other types of clans using the YouTube platform or other media.

Figure:1 Research frame work
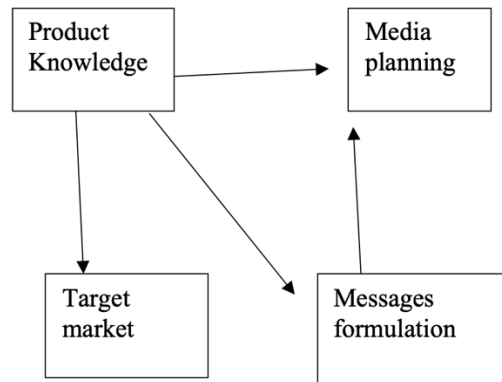
RESEARCH METHOD

Approaches and Types of Research

The research approach used in this study uses qualitative research. The type of research conducted is descriptive qualitative, it is useful to describe qualitative information and at the same time to clearly describe the problem being studied In addition, it also uses the visual research method which helps researchers see and analyze images that have been uploaded through websites, social media tourism offices from Instagram and Facebook, YouTube. So that later researchers will examine the processes that occur in the resulting content.

Research Location

This research was conducted in Selayar Regency. The focus of this research is at the Office of Tourism and Culture of Selayar Regency. and the South Sulawesi Regional Revenue Agency- UPT Selayar.

Research Informants

This study uses informants taken by purposive sampling, namely informants who are selected based on criteria that are closely related to the information they need, meaning that the selected informant is someone who is really involved in the development of tourism potential marketing promotions in increasing local revenue. Selayar. The research informants include the Selayar Regency Tourism and Culture Office consists of several fields, namely the tourism destination sector including the Head of the tourist attraction development section, the head of

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

8

the tourism investment design and design section, the head of the tourism industry development section, and the tourism marketing sector including the Head of the Analysis and Development section. market, Head of tourism promotion section, Head of tourism event development section.

Data Collection Techniques

1. Interviews conduct interviews by providing questions that have been prepared as a guide when they want to conduct interviews

2. Document analysis documentation to collect data, archives, images

Data Analysis Techniques

Using data analysis miles Huberman which states that qualitative data analysis is carried out interactively and continues until it is complete until the data can be said to be saturated (Sugiyono, 2014).

RESULTS AND DISCUSSION

Product Knowledge

Tourism products are said to be types of products in the form of goods and services as tourism commodities where all forms of goods and services are tourism commodities which are forms of service enjoyed by tourists since leaving and leaving their homes. (Zebua, 2016) One of the intended elements of this tourism product is a tourist attraction, the three advantages of a tourist attraction in the Selayar Islands Regency include

Natural and Marine

Tourism Nature and Barai Tourism in Selayar Regency is a leading tourist attraction with more geographical conditions and natural tourism objects in Selayar Regency. The following are natural and marine attractions consisting of

a. Hara Beach, namely this beach is located on the east coast, the northern part of the white and black sandy beach can be reached in 30 minutes from Kota Benteng.

b. Punagaan Beach, which is a black sandy beach, is located on the coast with exotic views flanked by limestone cliffs surrounded by coconut trees with a beach length of 1 km.

c.   Bonetappalang Beach is a white sandy beach, there is a resort with lodging facilities, restaurants and dive services

d.   Pinang Beach is a beach with a characteristic white sand flanked by cliffs

e.   Batang Beach is a characteristic stretch of white sand surrounded by trees

f.   Located in the fort section of the Selayar district, its characteristics are flanked by separate rocks.

g.   Liang Kereta Beach is a white sandy beach surrounded by many cliffs.

h.   Beach is a beach with the characteristics of many coconut trees

i.   BonemaleaSelayar Island, this breeding was carried out by the awareness of the surrounding community who used to often sell turtle eggs.

j.   The beach in the Taka Bonerate National Park archipelago consists of several islands surrounded by a ring-shaped coral atoll, the world's third largest.

Arts and culture tour consists of dance types, cultural attractions, arts, customs, which are traces of history in the Selayar islands including:

a.   Batti-Batti', which is performing rhymes with tambourines accompanied by a tambourine

b.   The Pakkarena Balla Bulo dance is played in odd numbers. , using a shawl and a drum fan like a gong

c.   Traditional Music Dida' is music sung by adult men at the time of harvesting corn using a large tambourine

d.   Lambo dance, this dance is inspired by the typical boat of the Selayar people called the Lambo'. Its shape resembles a phinisi ship

e.   This dance is only performed at home on stagev and when the performance is carried out during the day or when there is a traditional

f.   Kontaw event, it is a silat that is played by men without using tools. and bare hands

g.   Gong Nekara this gong is the largest gong that comes from the center of the bronze kingdom in Southeast Asia

h.   Ancient Anchor This giant anchor was owned by a Chinese merchant named Gowa LIong Hui who made a voyage using a large ship This anchor is located in a fishing village area heading south from the fort city

i.   The Ancient Cannon is located in a fishing village reportedly owned by a merchant from Gowa of Chinese descent named Baba Desan. This cannon is located in the village of Padang, Selayar Island

j.   Gantarang Lalang Bata village, this village is located in the village of Bontomarannu, in this village it is believed that there is the oldest mosque in Selayar

k.   Kampung Tua Bittombang, which is located in Bonto, has a characteristic that the stilt houses here have an unusual height.

Culinary Tourism

Each region has its own distinctive food, including

a.   cakes called Sengkang Cake, Alakere Cake, Te're Cake, Bipang, Haje, Banne' and Tenteng Kenari

b.   Meninjo chips

c.   Selayar oranges

d.   Coconut milk rice

e.   Sarabba

Based on the product knowledge attached to the product object, it gives consideration to potential tourists to make their choices based on knowledge of the tourism product information obtained.

Target Maket

Foreign tourists and domestic tourist

**Messages Formulation and Media Planning**

This promotion uses digital marketing activities including websites, social media marketing, and online advertising such as creating a youtube account. The main focus developed is on the website, this website consists of several features, namely homepage, news, advertorials, events and activities, profiles, destinations the best, destinations, arts and culture, public facilities, as shown below:
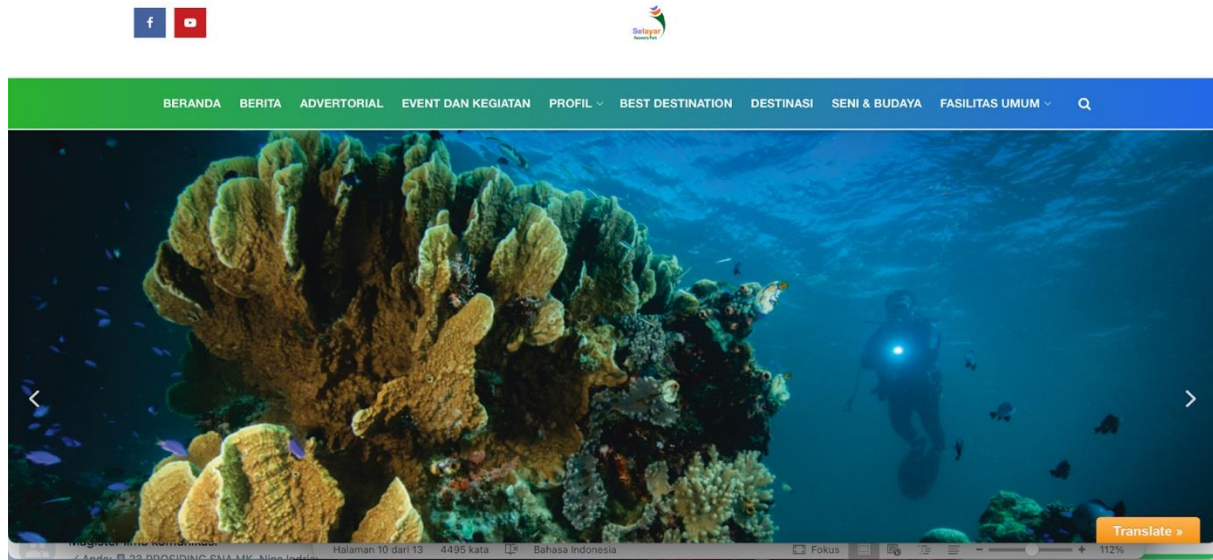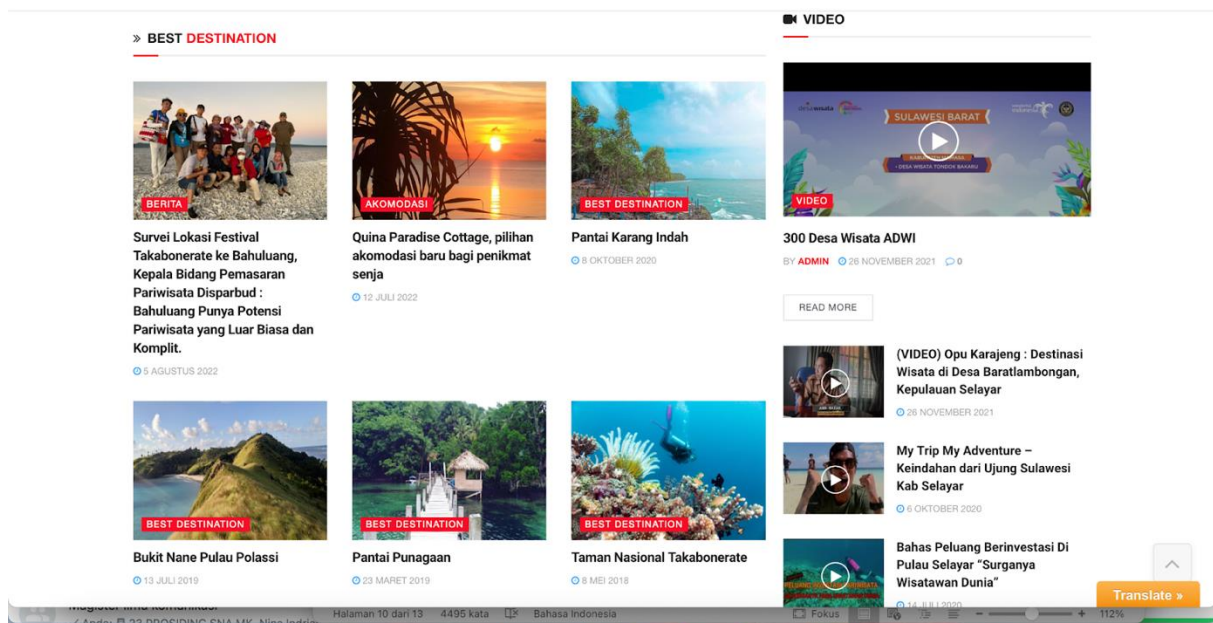
Source: Website Department of Culture and Tourism of Selayar Regency

Active in 2018 is maximized in 2019 there is an innovation to change the logo and tagline to Selayar Heavenly Park. The meaning of the logo is an image of a layer depicting a tool for navigating the sea, with the meaning of Selayar consisting of a group of islands, a layer composed of three depicting great power with the advantages of three attractions, namely natural and marine tourism, cultural arts tourism, and culinary, layers Green symbolizes fertility and prosperity, orange layer symbolizes ripe fruit, blue layer symbolizes the sea, meaning maritime potential that provides prosperity for the people of Selayar Regency. for Selayar colored writing, orange and blue symbolize the orange color of the fruit which is the hallmark of Selayar and the blue color as a symbol of the color of the sea which means that the main tourist attraction of Selayar tourism is nature and marine tourism.

The website is a place to find out all things tourism in the Selayar Islands Regency in detail with an explanation of articles and the display of several photos and videos besides the activities carried out by the tourism office are reported on the website to introduce everything that is done by the tourism office. as shown in the following image

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

12
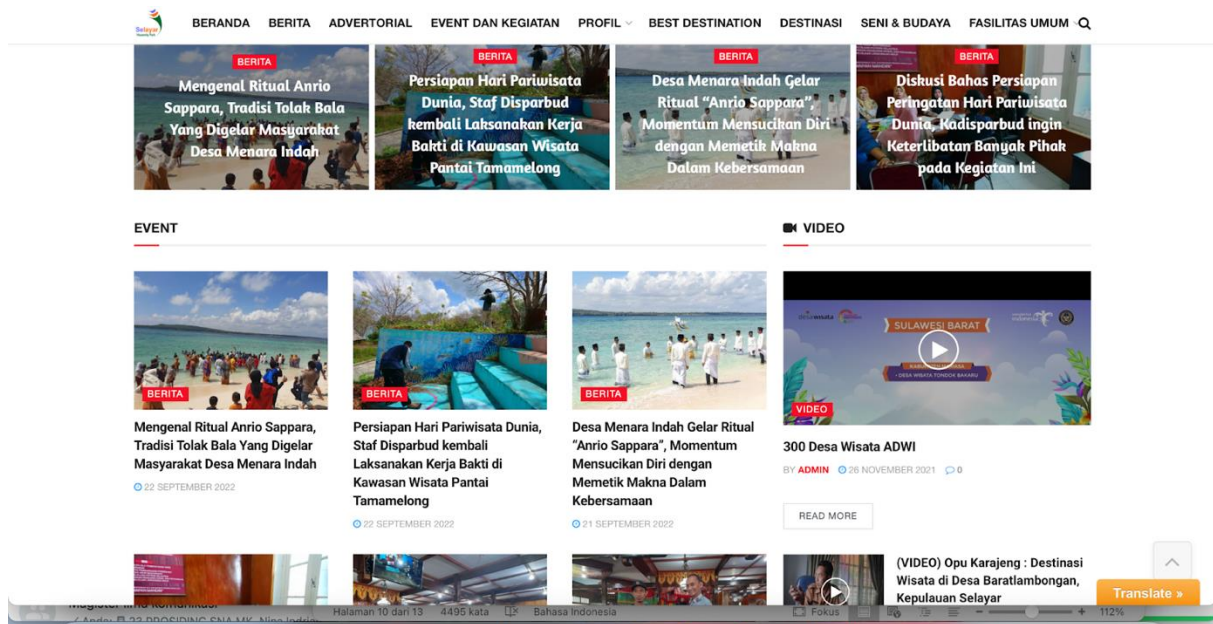
Teaser-events can be displayed for a long period of time without requiring a lot of cost in installation, and interspersed with pricelists related to events that have been running and will run.

Source: Website Department of Culture and Tourism of Selayar Regency

The picture feature above is written regarding the best destination with its own features, this makes it easier for potential tourists to read the best recommended tourist attractions in the Selayar Islands Regency.

Social Media Marketing

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.
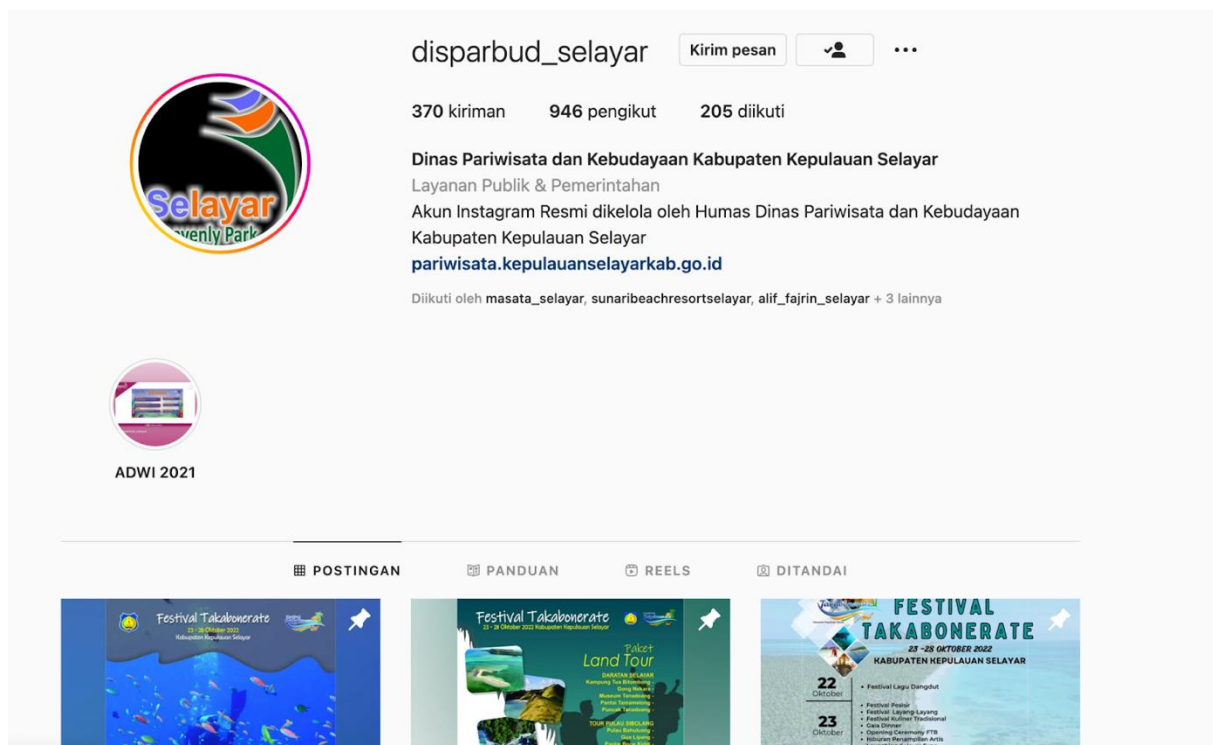
13

1.   Facebook with the account name of the Tourism and Culture Office of the Selayar Islands Regency

Source: Facebook Department of Culture and Tourism of Selayar Regency

Postings on the Facebook social media account are only forwarded from Instagram posts with the same text content from the website.

2.   Instagram with the account name disparbud_selayar

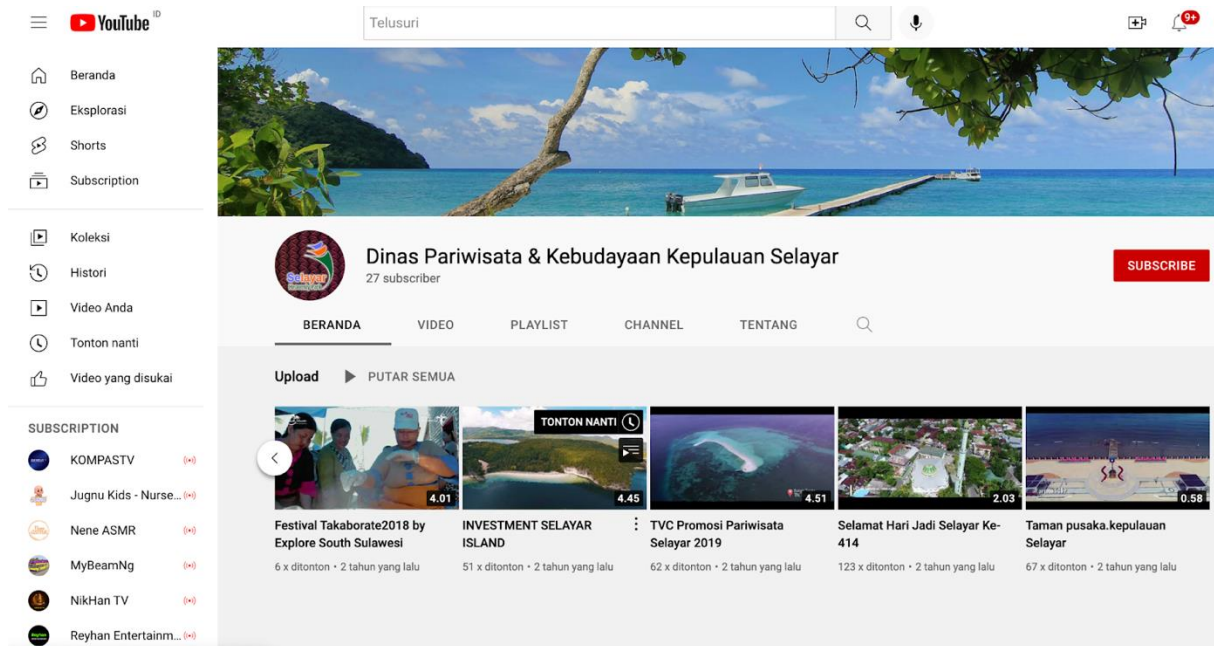Source: Instagram Department of Culture and Tourism of Selayar Regency

In the view that Instagram has been actively posting photos and event posters, Instagram's appearance is more active than Facebook because the photo posts displayed are also packaged attractively, it's just that some of the features facilitated by Instagram have not been maximized, for the Instagram text content also just follow the contents of the website, here are pictures of the Instagram content.
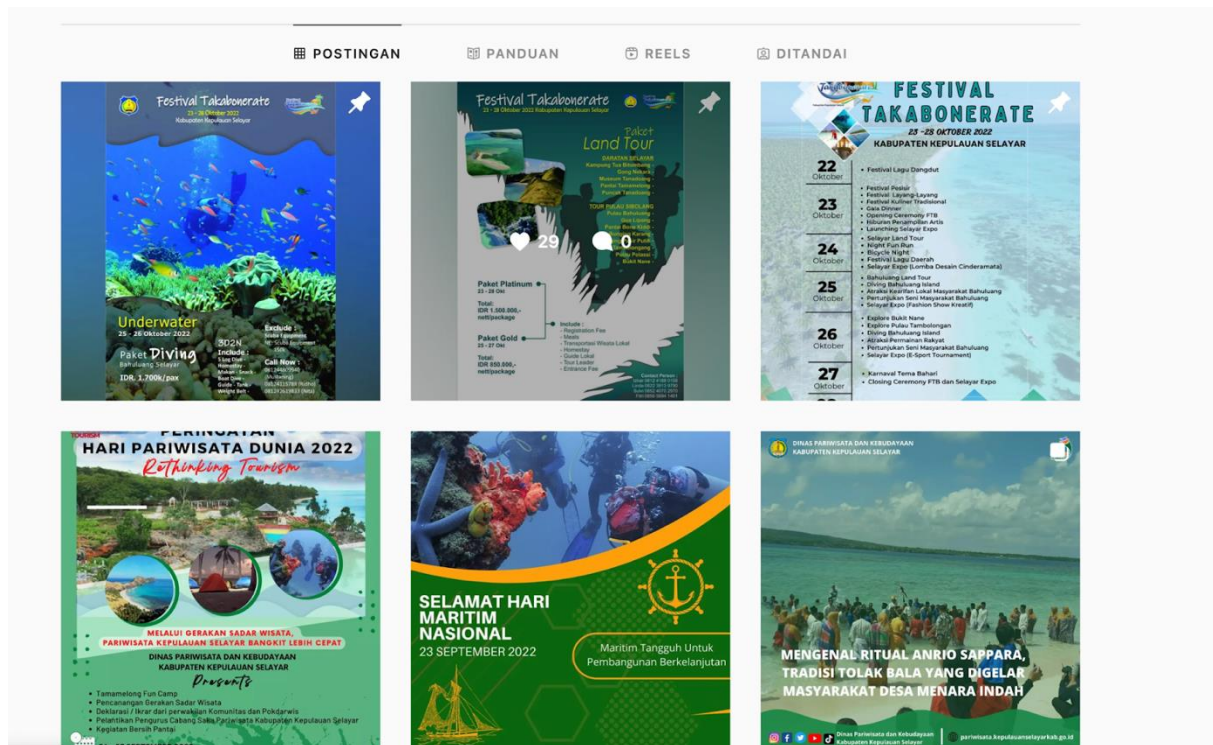
Source: Instagram Department of Culture and Tourism of Selayar Regency

As for online advertising, which is done by creating a YouTube account, here are the pictures

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-19 | e01054 | 2023.

15

Source: Youtube Department of Culture and Tourism of Selayar Regency

This youtube account is not maximized, but there have been several videos that have been uploaded, such as those related to TVC and reviews related to the activities of the tourism office from stakeholders in the islands of Selayar Regency.

The data related to tourist visits increased in 2019, because in 2021 there were no records due to a pandemic event that reduced tourist visits, here are the data:

DATA WISATAWAN	TAHUN 2016		TAHUN 2017		TAHUN 2018		TAHUN 2019	
	TARGET	REALISASI	TARGET	REALISASI	TARGET	REALISASI	TARGET	REALISASI
DOMESTIK	6.541	8.434	7.849	8.088	10.203	9.209	14.285	11.355
MANCANEGARA	379	857	588	494	940	574	1.598	1.068
TOTAL	6.920	9.291	8.437	8.582	11.143	9.783	15.883	12.423

Source: Documents Department of Culture and Tourism of Selayar Regency

The table above illustrates that the most tourists who came were in 2019, namely 11,355 domestic tourists, foreign tourists as many as 1068 people, the total number of tourist arrivals is 12,423.

This increase cannot be separated from the role of the Selayar Islands Regency Government, in this case the Selayar Islands Regency Tourism Office, which actively promotes

tourism both through electronic media such as the website www.ayokeselayar.com, Facebook, Instagram and also the Youtube channel owned by the Selayar Islands Regency Tourism Office. The increase in the number of tourists is also inseparable from the participation of the people of the Selayar Islands Regency who are also actively promoting tourist destinations in the Selayar Islands Regency through their social media accounts such as Instagram and Facebook.

In addition to the incessant tourism promotion carried out by the Regional Government and the community, an increase in the number of tourist visits can occur because in 2019 there were also several major events organized by the Selayar Islands Regency Government which made many people interested in visiting including the taka bonerate festival event, fishing together.

CONCLUSION

From this study it was concluded that the Digital Marketing Strategy was carried out by the Selayar Regency Tourism Office together with three interrelated fields in the field of destinations and tourism specializing in research related to potential tourism objects, the arts and culture sector which made observations related to rituals and culture that could be used as power tourist attraction and is still being preserved, and the creative economy sector makes observations relatxed to culinary or potential souvenirs that have a selling value, this is part of the product knowledge which will become material for the marketing sector to carry out marketing communications by means of digital marketing that has been implemented in the media social facebook, instagram and youtube as well as website. The content that is built is divided into two informative content and persuasive content. Informative content is related to the activities of the Selayar district tourism office that have been carried out in the development of Salayar tourism, while the persuasive content contains videos and pictures in a landscape manner to describe the panorama of tourism in Selayar and the website features display the best destinations. the target market is local tourists and foreign tourists, it's just that in presenting content it doesn't support foreign tourists because the content doesn't present international language content yet. Realizing the Selayar Islands Regency as a tourist destination, there are several things that need attention. Better management of accessibility to tourist spots, Regular transportation to the main tourist objects to Taka Bonerate National Park as an icon of the Selayar Islands Regency must be more organized (needs to be improved from and to tourist attraction locations). Complete information that can be obtained at any time.

One form of tourism promotion for the future development of the tourism market is to coordinate and continue to establish cooperative relationships with related parties such as; Makassar Sultan Hasanuddin International Airport, hotel or inn, food house or restaurant to post photos of objects or tourist objects in the Selayar Islands Regency. and for future researchers to be able to quantitatively analyze the content of marketing promotions carried out by the tourism service both conventionally and digitally using content analysis methods so that they can be seen in a measurable and useful way for media planning to be used.

REFERENCES

Arianto. 2021. *Marketing Communication Concepts* and Applications of the Digital Age. Surabaya: Airlangga University Press.

Armstrong, Gery & Kotler, Philip. 2001. *Principles of Marketing. Volume 1*. Eighth Edition. Jakarta: Erlangga.

Aziz, Abdul. 2020. Digital Marketing Content.2020. Malang: PT Literindo Berkah Karya

Boyle, D., & Proctor, T. (2009). The nature, role and value of marketing within the road safety team in a City Council: A social marketing approach. *Management Research News, 32*(8), 707-715. doi: 10.1108/01409170910977924

Bungin, Burhan. 2017. *Tourism Communication (Tourism Communication) Marketing & Brand Destinations*. Jakarta: Kencana.

Cangara, Hafied.2017. *Communication Planning & Strategy*. Jakarta: Rajawali Press.

Gozali, Ahmad. 2013. *Theory and Practice of Marketing of Goods and Services*. East Jakarta: Rizky Aditya's CV

Jaiz, Muhammad. 2014. *Advertising Fundamentals.Yogyakarta*: Fisip Untirta Press

Kotler Philip, Kartajaya Hermawan and Setiawan Iwan. 2019. *Marketing 4.0 Moving from traditional to digital*. Jakarta: PT Gramedia Pustaka Utama.

Morrisan.2010. *Integrated Marketing Communication Advertising.* Jakarta: Kencana Prenada Media Group.

Nugroho, Chess.2020. *Cyber Society New Media Technology and Information Disruption*. Jakarta: Kencana

Payangan, Otto R. 2018. Pemasaran Jasa Pariwisata. Bogor: IPB Press

Puspaningtyas, Meinarti, dkk (2022). English Education System in International Marketing Based on Digital Marketing.https://www.ejournal.aibpmjournals.com/index.php/APJME/index

Prayogo Restu Rangga. 2018. *Development of Tourism in Marketing Perspective*. Jakarta: Kencana

Soemanagara, Rd. 2008. Marketing Communication. Bandung: Alfabeta.

Sugiyono. 2014. *Qualitative Quantitative Research Methods and R & D.* Bandung: Alfabeta

Sukoco, Andrean.2018. *New Marketing Communication: Theory and Its Application. East*Java : CV Pustaka Abadi.

Utama Gusti, Rai. 2017. *Tourism Marketing:Yogyakarta*: CV Andi Offset.

--------------------------------. 2021. *Philosophy of Science and Logic of Management and Tourism. Sleman*: Depublish.

Wati, Prasetya dkk. 2020. *Digital Marketing*.Malang: PT Literindo Berkah Karya

Waebusar , Esmail Aiman, dkk. (2022). Customer Satisfaction and Brand Loyalty: A Survey of Nestlé. https://www.ejournal.aibpmjournals.com/index.php/IJTHAP**.**

Zebuah, Manahati. 2016. *Inspiration for Regional Tourism Development.* Sleman: Depublish