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DIGITAL PROMOTION STRATEGY ANALYSIS IN DEVELOPING BUKIT CINTA RAWA PENING TOURIST DESTINATION: A PERSPECTIVE OF MANAGERS AND BUSINESS ACTORS

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Abstract:

The development of digital technology has encouraged the tourism sector to adapt its marketing strategies to increase destination attractiveness. This study aims to analyze the implementation of digital promotion strategies in the development of the Bukit Cinta Rawa Pening tourist destination from the perspectives of managers, business actors, communities, and tourists. The research method used is qualitative, with in-depth interview techniques applied to Semarang Regency Tourism Office staff, business people, local communities, and tourists. The results showed that digital promotion has had a positive impact on increasing tourists' awareness of the Bukit Cinta Banyu destination. Challenges faced include limited human resources and budget, a lack of understanding of digital marketing, and the minimal involvement of influencers and digital media in promoting this destination. In addition, information about the destination that is spread across various platforms is still not centralized and not always updated, making it difficult for tourists to access accurate information.

Keywords: Bukit Cinta, Digital Promotion, Tourism Destination Development

INTRODUCTION

The development of tourist destinations in Indonesia, particularly in the Ambarawa area, has been the focus of significant attention recently. Bukit Cinta Ambarawa, as one of the promising tourist destinations, has outstanding potential to attract both local and international tourists. However, in today's digital era, an effective promotional strategy is crucial to increase the visibility and appeal of the destination. Digital marketing offers a variety of tools and techniques that can be used to reach a wider audience, increase engagement, and, ultimately, drive visits to the destination.

Tourism has a significant impact on the economy. The tourism industry can be an engine of economic growth, create jobs, and provide an important source of income for a nation. Besides that, tourism also contributes to foreign exchange earnings, infrastructure development, and development of related sectors (Maksum Rakuti, 2023). Digital technology offers more opportunities for greater reach and efficient use of the Internet (Kemenparekraf, 2024).

Bukit Cinta Rawa Pening, located in Semarang Regency, Central Java, is known for its stunning nature, with a beautiful view and the backdrop of Rawa Pening Lake, which provides a wonderful angle when taking pictures or photos. This destination also offers various activities such as boat rides, fishing, and other recreational rides such as flying foxes, suspension bridges, and interesting photo spots (Mustika, 2019).

Along with the development of information and communication technology, consumer behavior in planning travel has also undergone significant changes. 70% of tourists use the internet to find information about destinations before traveling (Laba et al., 2018). This finding shows that the presence and the right digital marketing strategy are very important to attract the attention of potential tourists. Managers and business actors at Bukit Cinta Rawa Pening need to understand



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how to utilize digital platforms to promote the destination's unique attractions. Partly additionally based on the report, Bukit Cinta Rawa Pening received more than 203,594 visitors in the past year (Indotren.com, 2024). The Instagram account (@Pesona Wisata Kab.Semarang), which has 4021 posts, 19K followers, and follows 1062 accounts, was created in 2015.

In addition, the challenges faced by tourism destination managers in Indonesia often relate to a lack of understanding of digital marketing and how to implement it effectively. Research reveals that most tourism businesses in rural areas still apply conventional marketing strategies that are less than optimal in expanding market reach (Komalasari et al., 2020). Therefore, it is important to conduct an in-depth analysis of digital promotion strategies that can be implemented at Bukit Cinta Ambarawa, involving the perspectives of both managers and businesses.

The use of social media, content marketing, and collaboration with influencers are some of the strategies that can be considered to increase the attractiveness of the destination. A study showed that marketing through social media can increase brand awareness and attract more visitors to tourist destinations (Hidayah & Warijoyo, 2015). In addition, approaches that focus on customer experience and community engagement can also help create loyalty among visitors and encourage return visits (Destiana & Kismartini, 2020). Apart from using social media, according to Pronoto et al. (2022), the development of tourist destinations can also involve Pokdarwis in tourist villages. The use of Pokdarwis can increase the potential of existing tourism so as to improve the economy of the community around these tourist destinations.

By considering this background, this research aims to analyze digital promotion strategies that can be applied in the development of the Bukit Cinta Rawa Pening tourist destination from the perspective of managers and business actors. This research is expected to provide useful insights for managers and businesspeople in formulating more effective and sustainable marketing strategies. This research is critical because it supports the development of Bukit Cinta Rawa Pening tourist destinations through digital promotion strategies. The development of technology has resulted in significant changes in tourism marketing trends, with social media and digital platforms becoming the main tools for attracting tourists. This research is important to understand how the utilization of digital technology can increase the attractiveness of this tourist destination and provide solutions to the various challenges faced.

Digital promotion strategy; a. Social Media. Social media is a digital platform that allows users to create, share, and interact with various types of content online. Social media has grown rapidly to include various forms of communication, such as images, videos, and live broadcasts. As for the types of social media today that are widely used for both primary and secondary needs as well as the network form of use.

- 1) Facebook: a platform that allows users to create profiles, make friends, and interact in groups or pages
- 2) Twitter: a platform based on short text and real-time
- 3) Content media such as YouTube, Instagram, TikTok, and so on
- 4) Conversation media such as WhatsApp, Telegram, Messenger, and so on

b. Website. A website is a set of web pages that can be accessed via the internet using a browser. Pages that contain text, images, videos, or other interactive elements. Websites are identified by a unique page called a Uniform Resource Locator (URL), which is accessed using hypertext transfer protocol (HTTP/HTTPS). The following are types of websites based on their function and nature.

- 1) Personal websites: for personal use, such as blogs or digital portfolios



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- 2) Business websites: usually used by companies for the purpose of introducing services
- 3) News websites: for news presentation
- 4) E-commerce websites: sales purposes and other websites.

c. Content Marketing. Content marketing is a marketing strategy that focuses on the creation, distribution, and promotion of valuable, relevant, and consistent content to attract and retain audiences with the aim of encouraging profitable actions, such as purchases and customer loyalty.

d. Digital Advertising: Digital advertising or advertising is the advertising of digital advertising. Digital advertising is a form of marketing that uses the internet and digital technology to deliver advertising messages to target audiences. Unlike conventional advertising (such as TV or print), digital advertising utilizes algorithm data to deliver ads that are more personalized and interactive and can be measured in real time (Mcstay, 2017).

e. Influencer Marketing. Influencer marketing is a marketing strategy that involves influential individuals (influencers) promoting products or services to their audience. Influencers influence due to their credibility or popularity skills on social media, blogs, or other digital platforms (Brown & Hayes, 2008). Unlike traditional advertising, influencer marketing is more authentic and relies on trust with the audience. Types of influencers by platform:

Stakeholders. Stakeholders, in this case, are a very important part of the management of tourism destinations, even those responsible for the condition of the local environment, which is a tourism destination. Each group of stakeholders has different contributions and interests, but they are interrelated in order to obtain and create quality tourism experiences. The stakeholders in this research are as follows.

- a. Destination manager, which is the party responsible for planning, supervising, and organizing activities in tourism destinations. In this case, the Semarang Regency Tourism Office and other parties involved in the supervision of tourist destinations take the lead. The role of the manager is as follows:
 - 1) Develop policies and regulations that can regulate tourist activities.
 - 2) Ensure the infrastructure and condition of tourist facilities that are still suitable for use.
 - 3) Coordinate tourism marketing or promotion through various platforms and media.
 - 4) Monitor the anticipation of environmental impacts that have the potential to disrupt tourism activities.
- b. Local business actors, which include individuals or groups that run businesses around tourist destinations in the form of souvenir and food providers, homestay providers, restaurant owners, boat rentals, and so on. They are very important and play a role in the success of tourism; the role can be as follows:
 - 1) Provide products and services needed by visitors.
 - 2) Introducing local culture and wisdom through the products or souvenirs they offer
 - 3) Improve the local economy by informing or offering employment.
- c. The content creator is a team or group that produces creative content, which includes taking photos or videos that will be uploaded to social media with the aim of promoting tourist destinations. The role of content creator includes
 - 1) Taking interesting photo or video samples to create a positive image
 - 2) Providing accurate information to potential tourists
 - 3) Seeking to increase destination visits on the digital platform
- d. Digital marketers are individuals or items that are highly responsible for designing tourist destination marketing strategies. Roles may include the following:



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- 1) Using digital platforms as follows: social media, websites, and other applications that can promote tourism
 - 2) Analyzing market data to identify trends and desires of tourists
- e. Tourists are the last users of tourism and are the main focus of management. The role of tourists can be in the form of providing feedback on their experiences, spreading their social media information, and contributing to the local economy by buying or receiving services from businesses. As for the obstacles, for example, the behavior of irresponsible people, the untidy state of the tourist destination environment (garbage dumping everywhere), and visitors who do not meet expectations.

Promotional Aspects. Promotional aspects are elements related to efforts to introduce, attract attention, and persuade the target market to be interested in a product, service, or tourist destination. In the context of tourist destination development, promotion serves to increase public awareness, build a positive image, and encourage an increase in the number of tourist visits.

a. Promotional Content

Promotional content plays an important role in attracting tourists. Types of content used in digital promotion include

- 1) Attractive Photos and Videos: Showcasing the beauty of nature, tourism activities, and facilities available.
- 2) Traveler Testimonials: Positive reviews from visitors can increase the credibility and attractiveness of the destination.

b. Digital Platform

The choice of digital platform determines the success of the promotion. The platforms used include

- 1) Social Media (Instagram, Facebook, TikTok): Reach a wider audience with engaging visual content.
- 2) Official Website: As a complete and reliable information center about tourist destinations.
- 3) Google My Business: Makes it easy for tourists to find locations, reviews, and contact information.

c. Target Market

The promotional strategy must be adjusted to the segmentation of tourists, namely:

- 1) Domestic Travelers: Families, communities, and local tourists from around Central Java who are looking for affordable vacation destinations.
- 2) Millennial and Gen Z Travelers: They are more active on social media, so interactive content such as short videos and reviews is very effective.

d. Promotion Budget

Promotion effectiveness also depends on budget allocation, which can include

- 1) Paid Advertising (Facebook Ads, Google Ads, Instagram Ads): Increase reach and engagement on social media.
- 2) Quality Content Creation: Invest in professional photography, promotional video creation, and social media management.

e. Evaluation of Results

Evaluation of digital promotions is necessary to measure the effectiveness of the strategies implemented. Some evaluation indicators include:



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- 1) Number of Tourist Visitors: Has there been an increase after the digital promotion campaign was conducted?
- 2) Engagement on Social Media: Looking at the number of likes, shares, comments, and followers as an indicator of the success of the campaign.
- 3) Search Engine Ranking: Monitoring the website's position in Google search results and how many people access it.

METHODS

According to Sugiyono (2020), qualitative methods are research methods based on positivistic (concrete data) and data collection is the most important step in research.

Research Approach. The research method used in this research is a descriptive qualitative approach method by looking at the development of the use of digital promotions, which include social media, websites, and other supporting applications.

Data collection techniques. To obtain valid and realistic data, the authors carry out data collection techniques:

- a. In-depth interviews, Interviews were conducted with informants who have direct involvement in the digital marketing of tourist destinations, including Semarang Regency Tourism Office staff, business actors, communities, and visitors or tourists.
- b. Digital observation: Observation is done by directly watching the form of digital marketing that is implemented towards tourist destinations, such as social media, websites, and official websites of tourist destinations. By understanding and observing the communication patterns in the form of audience comments, we can see how audience involvement and effectiveness are applied.
- c. Documentation study: A documentation study is carried out by examining various written sources related to the tourist destinations studied, such as articles, applied forms of marketing, management and government policies, and relevant academic publications. We use this method to reinforce the findings from digital interviews and observations.
- d. Focus Group Discussion (FGD),m FGD was conducted by presenting various stakeholders with the aim of discussing effective and efficient digital marketing strategies, as well as discussing what opportunities will be implemented in the future.

Research information. The author used a purposive sampling technique with predetermined criteria to obtain and select the research information. The categories of informants involved include

- a. Tourism destination managers, who are responsible for tourist destinations
- b. The digital marketing team is responsible for managing marketing.
- c. Content creators create content for tourist destinations in the form of photos or videos and disseminate them.
- d. Local businesses contribute to the tourism ecosystem by forgoing their sales for the sustainability of the destination. Local businesses play a crucial role in the tourism ecosystem by apologizing for their sales, which contribute to the sustainability of the destination.
- e. Travelers who are active on social media, who contribute by sharing their travel experiences with various platforms that tourists use.

Aspects Reviewed



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- a. The main element that appeals to the audience is digital content. The digital content industry is an extension of the content industry that refers to products and services that integrate graphic content, text, images, sound, and video (Shaddiq Sugiono, 2020), and some digital content includes:
 - 1) Type of content: Some content created by creators, such as photos, videos, and text, is assembled and made more interesting.
 - 2) Content quality, which requires creators to be more interesting, accurate, and informative
- b. Digital Platform: This is one of the most important for the success of an upload or digital promotion. The existence of a digital platform can make it easier for users to save time and energy and be cheaper (Abigael Tesalonika Natania & Renny Dwijayanti, 2024). What must be considered in a digital platform includes:
 - 1) Platform selection, using a platform that is easy to reach audiences and active audiences on the platform, for example, TikTok, Instagram, Facebook, Twitter, and so on.
 - 2) Platform management, a form of consistency in managing the posting schedule on a platform and a response back in the form of direct interaction with the audience.
- c. A marketing strategy is a detailed, accurate, and calculated plan that refers to the achievement of marketing (audience and society). In order to increase consumer
 - 1) Target audience: The target audience is none other than the local community, outside the region, and abroad.
 - 2) Positioning: The right exposure in introducing the brand can be recognized by the audience. The tourist destination of the Hill of Love is known for its beauty and mythical stories.
 - 3) Message Delivery: The delivery of messages should be tailored to the expectations of the audience and be able to arouse positive emotions and high curiosity so that there is an intention to visit.
- d. Evaluation. As for the evaluation carried out in this study, it is:
 - 1) Digital KPI (key performance indicator), to measure indicators that can be obtained information, namely with social media PESONA KABUPAEN SEMARANG, which can be declared successful. Researchers draw this conclusion based on 19.1K followers, 4K posts, and the quality of intriguing posts. Additionally, the interaction indicators and comments demonstrate the presence of active platform users.
 - 2) Return on investment, based on statistical data on visits to Bukit Cinta Rawa Pening tourist destinations sourced from the Semarang Regency Tourism Office, shows :

Table 2. Target Visitations for Bukit Cinta Rawa Pening

Year	Visit Data	Objetivo
2021	61.308	60.000
2022	203.594	180.000
2023	171.304	165.000
2024	138.952	180.000

Based on this data, the author can draw a sound conclusion, highlighting areas that require further development and evaluation. A statement from one of the tourism offices, namely, the occurrence of extraordinary visits in 2022, was due to the return of the people's economy and the



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desire to travel. In 2023, there was a decline due to reduced tourism interest and increased competition in tourism promotion.

1. Data Analysis Techniques

- a. Data Reduction: Field interviews with managers reveal that they have implemented and are actively using digital platforms. However, there is still an evaluation of the utilization of platform trends and competition with other tourist destinations. Business operators have limited use of digital platforms and still run traditional systems in the buying and selling process, while visitors are generally active on digital platforms.
- b. Presentation of data
Based on the results of interviews with 30 business actors, it was found that 70% were satisfied (managers & visitors), 20% felt it was adequate (community), and 10% were dissatisfied (business actors) because they did not use it much.
- c. Drawing conclusions
 - 1) Tourist attraction: has beautiful and unique natural scenery
 - 2) Facilities and accessibility: need some improvements or attention regarding infrastructure and other access points.
- d. Triangulation of Sources and Methods

The triangulation used is source triangulation and method triangulation. Source triangulation is conducted by comparing and verifying the accuracy of data from various sources that have different perspectives on the phenomenon being studied. In the research on the digital promotion of the Bukit Cinta Rawa Pening tourist destination, source triangulation was carried out by collecting data from:

- 1) Tourism managers (Semarang Regency Tourism Office) who provide insights on promotion strategies and policies.
- 2) Local business actors such as restaurant owners, tourism service providers, and traders play a role in supporting the tourism industry.
- 3) The local community feels the impact of digital promotion on the environment and local economy.
- 4) Tourists are the main target of the promotion and can provide feedback on its effectiveness.

Method triangulation is carried out by using more than one data collection technique in a single study. In this research, several methods that can be used include

- 1) In-depth interviews with stakeholders to obtain exploratory information regarding digital promotion.
- 2) Direct observation at tourist sites to see the implementation of digital promotion strategies and their impact on visitors.
- 3) Conduct a documentation study by analyzing related data, such as social media posts, tourism visit statistics, and promotional reports from the Tourism Office.

2. Research Limitations

We use research limitations to clarify the study's scope, making it more focused and systematic. In this study, there are three main limitations, namely location, time, and research focus.

- a. Research Location



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We conducted this research at Bukit Cinta Ambarawa, a popular tourist destination in Semarang Regency, Central Java. The selection of this location is based on its tourism potential, particularly as a natural tourist attraction that draws many visitors. In addition, this destination has implemented digital promotion efforts to increase tourist visits, making it a relevant location for analysis in this research. By limiting the research to Bukit Cinta Rawa Pening, the results obtained can be more in-depth and specific in evaluating the effectiveness of digital promotion strategies at this destination.

b. Research duration: 6 months

This research was conducted over 6 months, encompassing the processes of data collection, analysis, and report preparation. We selected this timeframe to accurately capture the current trends in digital promotion at the tourist destination. During this period, the researchers conducted interviews with various stakeholders, direct observations of the digital promotion strategies implemented, and analyses of the impacts generated by these promotions. This time limitation also considers the availability of resources and the feasibility of research within the established academic boundaries.

c. Focus: Digital Promotion Aspect

The main focus of this research is the aspect of digital promotion in the development of the Bukit Cinta Ambarawa tourist destination. This research does not discuss other aspects such as tourism management, local economy, or environmental impact but rather focuses solely on the digital marketing strategies used to attract tourists. In the aspect of digital promotion, this research includes several key elements, namely:

- 1) Promotional Content: The types of content used in digital promotion, such as photos, videos, testimonials, and articles.
- 2) Digital Platforms: Media used for promotion, such as social media (Instagram, Facebook, TikTok), websites, and travel marketplaces.
- 3) Target Market: The main target of digital promotion includes local, domestic, and international tourists.
- 4) Promotion Budget: The extent of investment allocated for digital marketing activities.
- 5) Evaluation of Results: Measurement of promotional effectiveness based on indicators such as the number of interactions on social media, an increase in tourist visits, and feedback from tourists.

RESULT AND DISCUSSION

The implementation of digital promotion strategies is applied in the development of tourist destinations. Bukit Cinta Rawa Pening from the perspective of managers and business operators. In the tourism industry, promotional strategies are an important element in enhancing the appeal of tourist destinations. Various digital platforms, such as social media (Instagram, Facebook, TikTok), official websites, and travel applications like Traveloka, are used to introduce the potential to both domestic and international tourists. According to Choirunnisa et al. (2018), the advantages of widespread information and communication technology provide promotional opportunities by utilizing the internet and gaining benefits such as broader and cheaper reach. Based on the observation of the posts from the Pesona Kabupaten Semarang social media account (Instagram), which has been active since 2015, viewer comments significantly determine the rating or assessment of a destination, whether it is for advancement or the intention to visit again.



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Based on the interview results with Sarwono (Dispar Kab Semarang) regarding the implementation of digital promotion strategies, namely

"We utilize various digital platforms, especially social media like Instagram, Facebook, and TikTok." We also collaborate with local influencers to increase the exposure of this tourist destination. In addition, we have an official website and a tourism portal that provides information about destinations, ticket prices, and ongoing events. Digital campaigns such as the use of special hashtags and giveaways are also conducted to attract tourists."

Based on the interview results, it was found that the Semarang Regency Tourism Office has implemented a digital promotion strategy by utilizing social media, websites, and collaborations with influencers. These steps indicate an effort to adapt to the evolving digital trends in the tourism industry. However, some of the challenges faced, such as limited human resources in digital marketing and still limited budgets, indicate that this strategy still requires strengthening. The government needs to consider special training for staff handling digital promotions to make this strategy more effective. Additionally, optimizing the budget for paid marketing on digital platforms also needs to be considered in order to reach a larger audience. The government can also work with the private sector and society to promote collaboration.

Based on the results of an interview with Senin as a business actor about whether the digital promotion strategy implemented by the government affects businesses, the answer obtained was:

"Yes, quite influential." Since the digital promotion was intensified, the number of visitors has increased, and our revenue has also grown. Many tourists learn about this place through social media, and they also look for recommendations for local specialties around the tourist area. I have also started using WhatsApp and Instagram to receive orders and promote the food menu. However, I still have difficulty creating engaging content because I do not fully understand how to optimize social media for business."

Based on the interview results, it was found that business operators felt a positive impact from the digital promotion carried out by the government. This is evident from the increase in the number of visitors, which has a positive impact on local economic growth. However, there are still challenges in the utilization of digital marketing by the business operators themselves. Business owners have been using social media to promote their businesses, but the limited understanding of digital marketing strategies has become the main obstacle. The government needs to provide training and support to entrepreneurs, especially in creating engaging content, using paid advertising features, and social media optimization techniques.

Based on the interview results with Cahaya as a member of the community regarding the digital promotion strategy implemented by the government, namely.

"I feel proud because this tourist spot is becoming more widely known." Now many people from outside the area come here. In addition, the local economy has also improved because more and more tourists are visiting. I noticed that some young people in the village have started actively promoting this tourism on social media. They make short videos and interesting photos and share them on Instagram and TikTok. However, we still hope for special training so that more people can participate in digital promotion."

Based on the interview results, it was found that the local community around the tourist area feels the positive impact of digital promotion, especially in the improvement of the local economy and the exposure of tourist destinations. The interview results also explain that young people are starting to actively promote tourist destinations through social media, which shows great potential for community participation in digital marketing. The lack of training for the community is the main obstacle, so the government must provide educational programs on digital marketing, allowing the community to become more effective promotional agents for these tourist destinations.



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According to Marlin, a tourist interviewed about the digital promotion efforts, *"The promotion being carried out is quite good but needs to be improved further."* For example, with more interaction on social media, such as Q&A sessions, polls, or giveaway programs. Additionally, it would be more intriguing if there were complete information about events or tour packages on digital platforms."

Based on the interview results, it was found that most tourists who come to Bukit Cinta Rawa Pening learned about this place through social media, especially from posts by influencers and content creators. This confirms that social media-based digital marketing strategies are very effective in attracting the attention of tourists. Tourists also provided feedback that the social media interaction of the government and tourism managers can still be improved. Activities such as Q&A sessions, polls, giveaways, and more regular publications about events or tour packages can increase audience engagement.

The role of stakeholders The importance of tourism promotion in the development of the Bukit Cinta Rawa Pening tourist destination The perspective of managers and business operators. Digital promotion in tourism involves various stakeholders, including local governments, destination managers, travel agents, and the tourists themselves. The government plays a role in providing digital infrastructure and supporting digital-based tourism policies. Meanwhile, the managers are responsible for creating attractive and innovative promotional content.

Based on the interview with Sarwono (Dispar Semarang Regency) about the role of Dispar Semarang Regency in digital promotion, namely

"We act as the main coordinator in digital promotion. We manage official social media accounts, create promotional content, and collaborate with various parties, such as influencers, local media, and travel agents, to expand the promotional reach of Bukit Cinta Rawa Pening. The strategies we use are creating attractive visual content in the form of photos and videos uploaded on social media, organizing events or digital campaigns, and collaborating with travel bloggers and YouTubers to increase the attractiveness of the destination."

Based on the interview results, the information obtained is that the Semarang Regency Tourism Office acts as the main driver in digital promotion efforts. Through official social media accounts, the tourism office actively shares information related to tourist destinations, collaborates with influencers, and utilizes online media to attract tourists. Constraints faced by the tourism office include a limited budget for broader digital campaigns, a lack of human resources skilled in digital marketing, and a lack of coordination with businesses and communities. Efforts that the tourism office must make are increasing the capacity of human resources, allocating a larger budget for paid advertising, and creating stronger synergy with various parties to make promotions more effective.

Based on the results of interviews with Monday as a business actor about seeing the role of digital marketing in business development around Bukit Cinta Rawa Pening, namely

"Digital promotion is very influential. We have felt an increase in the number of visitors since this destination began to be more actively promoted on social media. Many tourists come because they see posts on Instagram or TikTok. We usually utilize our social media to promote our products, such as uploading photos of food, lodging, or tourism services. We also provide special discounts for visitors who share their experiences online."

Based on the interview results, it was found that businesses around Bukit Cinta Rawa Pening recognize that digital promotion increases tourist visits and has a direct effect on income. The obstacles faced include a lack of skills in creating captivating content, limited internet access at some points, and a lack of understanding of paid advertising strategies such as Facebook Ads or Instagram



Ads. Businesses need to receive digital marketing training, better internet access, and a shared promotion platform that can be used to introduce products and services more widely.

Based on the results of interviews with Cahaya as a community member about the community's perspective on digital promotion carried out for Bukit Cinta Rawa Pening, namely

"We see that digital promotion is very helpful in increasing tourist visits. Many people outside the area are now familiar with this place, and it has a positive impact on the community's economy. Some people, especially young people, have been actively sharing photos and videos about Bukit Cinta Rawa Pening on social media. We also participate in events organized by the government to help with promotion."

Based on the results of the interview, information was obtained that the community began to actively promote Bukit Cinta Rawa Pening through social media, especially young people who often upload photos and videos on platforms such as Instagram and TikTok. Community participation has a tremendous potential to expand the reach of promotion. However, many people still do not understand how to create interesting and effective content for tourism promotion. Limited internet access is an obstacle for some communities. The tourism office needs to provide digital marketing training for the community, improve internet access, and provide incentives or awards for residents who actively contribute to tourism promotion.

Based on the results of interviews with Marlin, a tourist who provided information about Bukit Cinta Rawa Pening,

"I found out about Bukit Cinta Rawa Pening from Instagram and TikTok. Many people uploaded beautiful photos and videos of their experiences, which made me interested in coming." Media plays a crucial role in promoting tourism. Digital promotion can be more interesting by showing videos of tourist experiences from the visitors' perspective, for example, through vlogs or Instagram Reels. Managers can also be more active in replying to tourists' comments on social media for better interaction."

Based on the interview results, information was obtained that most tourists know Bukit Cinta Rawa Pening through social media, especially from photos and videos shared by other users. Tourists still find several obstacles, namely the lack of complete information regarding ticket prices, operating hours, and tourist facilities; the lack of interaction from tourism managers with tourists on social media; and the lack of interactive promotional content such as videos of tourist experiences or virtual tours. To increase tourism attractiveness, managers need to provide more structured and easily accessible information, more actively interact with tourists on social media, and develop more captivating and informative promotional content.

Challenges and constraints in digital promotion applied in the development of the Bukit Cinta Rawa Pening tourist destination from the perspective of managers and business actors.

Although digital promotion provides many benefits, there are several challenges faced in the application. One of the main obstacles is the lack of digital literacy among tourism destination managers and business actors whose understanding and application of digital promotion are less effective and innovative. In addition, competition between tourist destinations is getting tighter, so it requires a more creative and consistent marketing strategy. Based on the results of a survey of businesspeople in the Bukit Cinta Rawa Pening Ambarawa tourist destination, as many as 90% of respondents claimed to have difficulty in optimizing social media for promotion. In addition, frequent changes in social media platform algorithms make it difficult for promotional content to reach a wider audience without the support of paid advertising.

Based on an interview with Sarwono (Dispar Kabupaten Semarang) about the obstacles in digital promotion,



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"One of the main challenges we face is the limited budget for broader digital promotion. We understand that digital marketing is critical, but the allocation of available funds has not been sufficient to run more massive digital campaigns, such as paid advertising or cooperation with major influencers. In addition, the lack of human resources with expertise in digital marketing is also an obstacle. Our team still needs further training in online marketing strategies. Another problem is that coordination with other parties, such as businesses and communities, is still not optimal. We hope there is a stronger synergy between the government, local businesses, and the community to maximize this digital promotion."

Based on the interview results, it was found that the Tourism Office has a major role in promoting tourism digitally, but the limited budget is a major obstacle in running a broader marketing campaign. Without sufficient funds, it is not easy to invest in paid advertising, cooperation with major influencers, or the creation of professional promotional content. In addition, the lack of human resources skilled in digital marketing also hinders the effectiveness of promotions. The team in charge still needs in-depth training in SEO strategies, engaging content creation, digital data analysis, and the use of promotional platforms such as Facebook Ads and Google Ads. Another problem is the lack of coordination with businesses and communities, which causes digital promotions to not run in an integrated manner. If collaboration between stakeholders is closer, promotion can be done more effectively by sharing roles and responsibilities.

Solutions that can be done are setting a special budget allocation for digital marketing, including paid advertising and increasing the capacity of human resources; digital marketing training for Tourism Office staff so that they can utilize digital media more optimally; and forming a digital promotion team consisting of various stakeholders to strengthen synergies in marketing. Based on the results of interviews with Monday as a business actor about the challenges faced in business development around Bukit Cinta Rawa Pening, namely

"Digital promotion is indeed very helpful in attracting tourists, but we still face several obstacles, such as limited knowledge about digital marketing. Many of us do not yet understand how to create engaging content or use paid advertising strategies on social media. We rely on simple posts without a clear strategy. Another obstacle is the unstable internet access in some areas of Bukit Cinta Rawa Pening. This situation makes it difficult for us to update information or respond to potential customers quickly. Another obstacle is the lack of support from management in helping promote small businesses around tourist destinations. If there is a joint promotion platform or media, it will certainly be easier for us to reach more tourists."

Based on the results of the interviews, it was found that business actors, such as warung owners, lodging managers, and tour service providers, experience several obstacles, such as a lack of skills in digital marketing, especially not understanding how to create attractive promotional content, utilize advertising features on social media, or use SEO strategies to increase their business visibility online. Unstable internet access is an obstacle to running a digital-based business. Without a smooth internet connection, it is difficult for businesses to update information, respond to customers quickly, or optimize the use of social media. Businesses also experience a lack of support from tourism managers to help them expand their marketing reach. If there is a digital platform that can be used jointly by all businesses around Bukit Cinta Rawa Pening, promotion will be more effective.

Solutions that can be done are providing digital marketing training for businesses, including how to create attractive content and online marketing strategies; improving internet infrastructure in tourist areas so that digital access is smoother; and creating a shared digital promotion platform that can be used by all businesses to offer their products and services.



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Based on the results of interviews with Cahaya as a community about the obstacles that the community faces in participating in the digital promotion of tourist destinations, namely.

"We are thrilled to be able to help promote Bukit Cinta Rawa Pening through social media, especially young people who often upload photos and videos. Several obstacles are experienced, including residents not understanding how to create effective tourism promotion content and having limited unstable internet access. This presents a challenge for individuals seeking to participate in digital promotion actively. Another obstacle is the lack of incentives or appreciation for people who actively promote this tour. If tourism managers or the government offer awards or incentives to citizens who contribute to digital promotion, more people might get involved."

Based on the results of the interviews, information was obtained that the surrounding community has enormous potential to assist tourism promotion, especially through social media. However, many of them do not understand how to create captivating and effective content to promote tourism. People often upload photos or videos without a clear strategy. In addition, limited internet access makes community participation in digital promotion less than optimal. This is a major obstacle for those who want to share tourism information actively. Solutions include training on digital content creation for the community, especially for the younger generation, who are more active on social media; providing free internet access at strategic points around tourist destinations to support digital promotion; and providing appreciation or incentives for people who actively promote tourism, such as the best content competition or awards for the most active citizens in digital promotion.

Based on the results of interviews with Marlin as a tourist about the obstacles you encounter in finding information about Bukit Cinta Rawa Pening through digital promotion, namely

"As tourists, we rely heavily on social media and the internet to find information before visiting a place. Some of the obstacles we find in the digital promotion of Bukit Cinta Rawa Pening are that the information on social media and the website is still incomplete; for example, it is difficult to find accurate information about ticket prices, operating hours, and available facilities. Another obstacle is that the interaction of tourism managers on social media is still minimal, such as with administrators who are more responsive in answering tourists' questions on social media so that we get information more quickly. Another obstacle is the lack of interactive and intriguing promotional content. We prefer to see short videos or travel vlogs that provide a real picture of the experience of visiting this place. If digital promotions are more intriguing and informative, more tourists may be interested in coming."

Based on the results of the interviews, the main challenge in the digital promotion of Bukit Cinta Rawa Pening is the lack of complete information on the internet, so many tourists have difficulty finding ticket prices, operating hours, available facilities, and the best route to the destination. In addition, tourism managers are less responsive in interacting with potential visitors on social media. Tourists expect a team that is always ready to answer their questions on social media or through the official website. Another obstacle is the lack of attractive and interactive promotional content. Tourists are more interested in short videos, travel vlogs, or virtual tours that provide a real picture of the experience at tourist destinations. If digital promotions are more attractive and informative, the number of tourist visits can increase.

Solutions include creating official websites or social media accounts that provide complete information, including ticket prices, facilities, and travel routes; activating social media admins who are responsive in answering travelers' questions in real-time; and developing more interesting and interactive promotional content, such as travel experience videos, vlogs from visitors, or virtual tours.



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The effectiveness of digital promotion that has been carried out has been applied to the development of Bukit Cinta Rawa Pening tourist destinations from the perspective of managers and business actors. Effectiveness in promotion in the tourism sector can be measured through various indicators, such as increasing the number of tourist visits, social media interactions, and the level of tourist satisfaction. Maya Ratnasari (2019) reports the widespread use of social media as a digital marketing strategy. The government, as the party responsible for the tourism agenda, really needs special expertise and management of social media. Based on a survey of data results from the Semarang Regency tourism office after the implementation of the reel marketing strategy on Instagram, there was an increase of approximately 33% in tourist visits from 2021 of 150,366 (<https://kabsemarangtourism.id>) to 2024, with as many as more than 203,594 tourists (Indotren.com 2024). This data shows that the increase in tourist visitation at Bukit Cinta Rawa Pening Ambarawa is classified as good with moderate quality. Thus, digital promotion has a significant role in increasing tourist attractiveness, especially if it is carried out consistently and follows emerging digital marketing trends.

Based on the results of an interview with Sarwono (Dispar Kab Semarang) about the digital promotion activities that have been carried out in attracting tourists to Bukit Cinta Rawa Pening, namely

"We saw an increase in the number of tourist visits after we started actively promoting digitally, especially through social media such as Instagram, Facebook, and TikTok. However, the effectiveness is still not maximized because the promotion has not been done consistently and structurally. We realize that interesting and informative content is very influential in attracting tourists, but due to limited budget and resources, digital promotion is still not running optimally. We also have not made much use of paid advertising or cooperation with influencers, which could further increase the attractiveness of this destination."

Based on the results of the interview, information was obtained that the Tourism Office recognizes that digital promotions that have been carried out have begun to show a positive impact on increasing tourist visits. The causes of the lack of effectiveness of digital promotion are the lack of a structured and consistent marketing strategy so that promotions are still carried out sporadically without careful planning, the lack of utilization of paid advertising and cooperation with influencers, even though this strategy can help reach a wider audience in a short time, and limited budget and human resources (HR) so that the team responsible for digital promotion still has limitations in terms of digital marketing skills.

Based on the results of interviews with Monday as a business actor about digital promotion, the promotion that is currently carried out is effective in helping your business, namely.

"Digital promotion is very helpful in introducing our business to tourists, especially for tourists who are searching for information before coming to Bukit Cinta. Many customers claim to know our place from social media. However, not all business owners understand how to utilize digital promotion well. Many of us still rely on simple posts without a clear strategy. In addition, there is no special platform that connects businesses with tourists in a more structured manner, so the effectiveness of digital promotion can still be improved."

The interview results revealed that digital promotion has significantly benefited businesses by introducing their products and services to tourists. Many customers claim to know about dining or tourism services from social media. The effectiveness of this promotion is still limited because many businesses do not have a profound understanding of digital marketing strategies. Most businesses only upload photos of products or locations without utilizing more effective promotional techniques, such as the use of relevant hashtags, interaction with customers on social media, or



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1. Digital promotion at Bukit Cinta Rawa Pening has had a positive impact but has not been fully effective due to the lack of a structured strategy and limited resources.
2. The main challenges in digital promotion include the lack of understanding of digital marketing, lack of cooperation with influencers, and limited information available to tourists.
3. The quality of promotional content still needs to be improved, especially in the form of interactive videos, tourist testimonials, and more complete information on social media and official websites.
4. Stronger collaboration is needed between the Tourism Office, businesses, communities, and tourists to create a more effective and sustainable digital marketing strategy.

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