

## Digital Marketing Strategy in the Development of Trap Sewu Waterfall Tourism in Bodang Village, Lumajang

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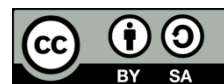
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### ABSTRACT

Trap Sewu Waterfall, which is located in Bodang Village, even though it has stunning natural beauty and high tourism potential, this waterfall is still little known by the wider community. This is caused by the lack of promotion and planned management. So Trap Sewu Waterfall, which is located in Bodang Village, Lumajang, requires an appropriate marketing strategy in the process of developing it as a tourist village. This research aims to determine marketing strategies in developing Trap Sewu Waterfall tourism in Bodang Village, Lumajang. The type of research used is Asset Based Communities Development (ABCD). The research results concluded that the digital marketing strategy carried out using digital media such as websites, Instagram and TV showed positive developments and succeeded in attracting the interest of visitors from various regions. Among them are: Increased traffic to the website, interaction and engagement on Instagram, increased coverage on television, increased tourist visits, and influencer engagement.

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## INTRODUCTION

Tourism is known as a form of travel from one place to another that is temporary, and is carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Riyanti & dkk, 2023). Tourism is one of the engines driving the world economy that has proven to be able to contribute to the prosperity of a country. Tourism development is able to encourage business activities to produce significant social, cultural and economic benefits for a country. When tourism is well planned, it can provide benefits to the community in a tourist destination. The success of tourism can be seen from government revenue from the tourism sector that can encourage other sectors to develop (Sulistyan, Irdiana, & Pradesa, 2018).

The tourism sector is an activity that never dies and is very important. The existence of tourism will be an income for the region itself. With the development of tourism, it will boost other sectors, such as: tourist visits, creative economy, open employment opportunities, reduce unemployment. The tourism sector cannot stand alone, and must be supported by other supporting activities, namely: tourism promotion, facilities offered, transportation access and lodging (Putri, 2021).

Marketing has an important role in marketing goods and services. With marketing, it can be seen that consumer needs will turn into consumer desires over time. This process makes a form of marketing concept or known as the marketing mix. This concept is referred to as a marketing tool that clarifies from Mc Carthy in Kotler (2007: 17) starting from product fulfillment (product), pricing (price), shipping goods (place), and promoting goods (promotion). Then it was further developed by Kotler regarding the service marketing mix which added "3P". The three "P's" consist of people, physical evidence, and process. Nowadays, it can be seen that products in Indonesia vary from both basic needs and non-essential needs. Products are divided into two parts, namely goods and service products. Each product that is marketed has its own uniqueness. This uniqueness makes a product have advantages and attractions. But this is often poorly understood by producers, resulting in a low desire for consumers to have it. The desire of consumers to choose a product occurs because of the attractiveness that has become the needs and desires of every consumer (Putri, 2021).

The development of information and communication technology is increasing rapidly in line with the increasing number of internet users around the world, including in Indonesia. With the large number of information technology users in Indonesia, it is certainly a great opportunity for the business world to help market their business online (Riyanti & dkk, 2023). Not to forget, the government also has the opportunity to provide information and promote its strategic sectors, such as in the tourism sector. Technological progress is inevitable, inevitably all sectors must face it with a new spirit in the digital world. Innovation after innovation must continue to be developed to answer the challenges and opportunities in this digital era. At this time, tourists have utilized online technology. For this reason, tourism can no longer be worked on by relying solely on conventional methods. For this reason, transformation from conventional to digital is needed. There are several social media that can be utilized to disseminate information such as the use of websites, blogs, and social media such as Facebook, Instagram, Twitter, and similar applications. These accounts can be accessed easily through computers, smart phones and tablets that have become part of people's lives today. Many social media accounts spread information about their travel. These social media users then become a reference for the public about interesting places through their writings and reportage on social media accounts. Social media readers or known as netizens or netizens are greatly helped and there is often interaction between account owners and readers in cyberspace (Putu Henny Puspawati & Ristanto, 2018).

Lumajang district is one of the regions committed to developing the tourism sector as another leading sector. The government's seriousness is evidenced by the award for its high commitment and concern in developing the tourism sector in the East Java Culture And Tourism Award 2019. As one of the districts in East Java, Lumajang has many interesting tourist attractions to visit. Lumajang tourism objects are dominated by natural attractions, with geographically Lumajang itself is surrounded by 3 volcanoes that stand firmly namely Mount Bromo, Mount Semeru and Mount Lamongan. The natural panorama of Lumajang district is also very beautiful and has great tourism potential. Moreover, there are many beautiful waterfalls that make the potential of Lumajang tourism objects increase. The beauty of one of the famous waterfalls is the trap sewu waterfall, previously known as Antrukon Bodang. As one of the tourist attractions in Lumajang regency and literally meaning waterfall, Antrukon has long been a frequently visited tourist attraction. The waterfall is located in Bodang village, Padang sub-district, Lumajang district. This waterfall promises amazing charm because it consists of 3 waterfalls with the same water flow - both quite heavy with a height of about 50 meters, where each waterfall is called Bodang 1 waterfall, Bodang 2 waterfall and irung source waterfall. The development of the waterfall attraction has referred to the Lumajang district government's program of 1 sub-district 1 tourism village (Sulistyan et al., 2018).

Tourism development in Indonesia, especially in rural areas, requires an effective marketing strategy to attract tourists. Trap Sewu Waterfall, located in Bodang Village, despite its stunning natural beauty and high tourism potential, is still not well known by the general public. This is due to the lack of promotion and planned management. Based on the above explanation, Trap Sewu Waterfall located in Bodang Village, Lumajang requires an appropriate marketing strategy in the process of its development as a tourist village. The results of the research described in this paper describe the marketing strategy in the development of trap sewu waterfall tourism. Based on the background and description above, with the limitation of the problem on the research of digital

marketing strategies in the tourist attraction of Trap Sewu Waterfall, Bodang Village, Lumajang Regency, the problems in this study are formulated which aim to find out: how is the digital marketing strategy of Trap Sewu Waterfall Tourism.

## METHOD

This research uses the Asset Based Communities Development (ABCD) method. ABCD is a community empowerment method that emphasizes the assets and potential of the community. This approach leads to change, focuses on what the community wants to achieve, and assists the community in realizing their vision. This approach emphasizes the inventory of assets within the community that are seen as supporting community empowerment activities (Rinawati, Arifah, & H, 2022).

### 1. Discovery

The Discovery phase is an in-depth search for positives, past achievements, and past experiences of success. This phase is conducted with appreciative interviews. The first step was to discover the existing assets in Bodang Village by conducting an area search and appreciative interviews with the people of Bodang Village. In the first week of conducting an area search and appreciative interviews, it was found that there are several assets in Bodang Village:

- a) Human Assets: These assets include human capabilities such as talents, skills, passion for communication, intelligence, and others. The people of Bodang Village actively participate in supporting the establishment of the tourism village, such as working together to improve the Tourism Village including Trap Sewu Waterfall. Most people also have their own sugarcane businesses and skills in each house. Community participation and involvement is very visible when there are visitors who visit the Trapsewu Waterfall Antrukon tour. KKN students also help with human resources to revive this long-closed tour.
- b) Natural Assets: Bodang Village's natural resources such as waterfalls, sugar cane, coffee, and others are great for improving the community's economy. The unspoiled geographical location of Bodang Village, with shady trees, clear rivers, and abundant sugarcane fields, provides beauty, coolness, and peace of mind for residents and visitors.
- c) Social Assets: These assets include the ability to work together, social networks, and social harmony. The people of Bodang Village are active in supporting the establishment of the tourism village through mutual cooperation in the repair of Trap Sewu Waterfall. Most people have their own businesses and skills that can add to the beauty and progress of the Tourism Village.
- d) Physical Assets and Traditions: The people of Bodang Tourism Village are very enthusiastic in developing various potentials such as culture, arts, and skills. Participation can be seen in activities such as reog, jaranan, and mberot, which are in high demand by all ages, as well as dances that are participated in by children.

### 2. Dream

After identifying existing assets, the next step is to develop a shared vision for the future of Bodang Tourism Village. In this phase, the community envisions an ideal future by utilizing the assets and strengths that have been identified. The focus is on building a collective vision of what the community wants to achieve. At this stage there is a dream of Bodang villagers, especially from Randuagung Hamlet, to revitalize their tourism. In the area they want to redevelop or renew the Trap Sewu Antrukon destination in their village. In addition, the Randuagung Village Community also has hopes to participate directly with the Antrukon Trap Sewu tourism asset. With this great expectation, the Randuagung community puts a hope in this tourist destination asset. With this hope in the Antrukon Trap Sewu tourism asset, it can be a positive step to realize dreams and improve the quality of life of the local community in the future.

The existence of this tourist asset at Antrukon Trap Sewu makes the people of Randuagung Village, Bodang have a vision. From the exposure of their hopes, they have a great desire to jointly revitalize Antrukon Trap Sewu tourism. In addition, the people of Randuagung on this Antrukon Trap

Sewu tourism asset have not been reached by tourists for a long time since Covid-19. Thus, the Randuagung Village community jointly revitalized the Antrukon Trap Sewu tourism asset so that it became an attraction of the Village asset results.

Through this revitalization, there are several goals or missions that will be achieved (Haris, Ahid, & Ridhowan, 2022), including;

1. Introducing the Trap Sewu Tourism Asset to the national scope.
2. Making Trap Sewu Tourism Assets listed on the Kemenparekraf recommendations.
3. Making Trap Sewu Tourism Assets as a job opportunity for the surrounding community.
4. Developing Trap Sewu Tourism Assets with social and economic aspects.

At this stage all the people of Bodang, especially the people of Randuagung Hamlet, participated. This participation is through community service to clean up the Antrukon Trap Sewu tourist assets with the community and the Randuagung Youth Organization. In addition to the voluntary work of cleaning up tourist assets, the Randuagung Youth Organization also participated

In the improvement of facilities. For the improvement of this facility, it covers the improvement of pipe installation for the pool. With the participation of elements of the Randuagung community and Youth Organization, there is hope for the Antrukon Trap Sewu tourism asset.

### 3. Design

This process is a process where the Bodang Village Community and especially the Randuagung Village Community who have assets in the form of Antrukon Trap Sewu Waterfall Tourism understand their assets to be utilized optimally for the benefit of the Community itself, as envisioned. Thus, the community can realize the power of assets owned in their area optimally. In this planning stage, the community, especially the Randuagung Hamlet community, plans activities from what has been dreamed of.

The following is the planning process that will be carried out by the KKN Group and the Randuagung Hamlet Community at Antrukon Trap Sewu Waterfall Tourism:

- a. First, coordinate with the Village Head and Bodang Village Apparatus, this is done to build cooperation with the Village for planning the revitalization of Tourism Assets there.
- b. Second, coordination with the entire community of Randuagung Hamlet, both the Head of the Hamlet, Mr. Bashir, and the Youth Organization of Randuagung Hamlet to involve the role of the community in planning and managing tourism in the future.
- c. Third, the start of the revitalization activities of the Antrukon Trap Sewu Waterfall Tourism assets in Bodang Village.
- d. Fourth, designing re-openings in tourism to attract visitors or tourists, especially residents of Bodang Village. This was done by involving the local community and government agencies, namely the Lumajang District Government and the Ministry of Tourism.
- e. Fifth, reflection on the work program.

### 4. Destiny (Implementation)

In this stage, the community has started activities to achieve their dreams, where their main dream for tourism assets is to reactivate tourism that has been vacuumed for a long time after being affected by Covid-19 and to be able to manage tourism again and get benefits from the opening of Trap Sewu Antrukon Waterfall Tourism.

By following the stages of Discovery, Dream, Design, and Destiny, Bodang Tourism Village can identify and develop its positive assets to achieve a shared vision as a leading tourist destination. Active community participation, collaboration with various parties, and utilization of existing assets will be the key to success in realizing a sustainable tourism village that benefits the entire community.

## RESULTS

### 1. Overview of Bodang Village and Trap Sewu Waterfall Tourism

Bodang Village is part of the Padang Sub-district, Lumajang District. Geographically, the village is located at 113° 08'75.24 (East Longitude). Its strategic location makes Bodang Village easily accessible from various directions; and is rich in natural beauty and diverse local resource potential. According to data from the village, Bodang Village has an area of 855 hectares, of which 10% is residential land and 80% is plantation land. The majority of Bodang villagers are sugarcane farmers. Bodang village is surrounded by many plantation areas, fields with plenty of land and fertile soil, Bodang villagers are expected to utilize the potential of existing natural resources.

In addition to the fertile land, clear flowing rivers and natural springs that appear on the hillsides also characterize the nature of this village. These rivers not only provide a source of water for agricultural irrigation, but also offer great potential for sustainable tourism development. The tranquil sound of gurgling water from the Antrukon Trap Sewu waterfall invites visitors to enjoy the unspoiled natural beauty of Bodang Village. Located on a breathtaking hillside, the waterfall not only provides a spectacular view but is also one of the main attractions for sustainable ecotourism development. The clarity of the waterfall and its surroundings create an ideal environment for visitors seeking an authentic and memorable nature experience.

Trap Sewu Waterfall has extraordinary natural beauty to become a leading tourist destination in Bodang Village, Lumajang. This waterfall promises an amazing charm because it consists of 3 waterfalls with equally heavy water flow with a height of about 50 meters. These 3 waterfalls are named Bodang 1 waterfall, Bodang 2 waterfall and Sumber Irung waterfall. Besides that, there is a very large natural pool bath (Putu Henny Puspawati & Ristanto, 2018).



**Figure 2. Natural pool bath**

(Source: Researcher's Personal Document, 2024)



**Figure 2. Natural pool bath**

(Source: Researcher's Personal Document, 2024)

### 2. Digital Marketing Strategy in the Development of Trap Sewu Waterfall Tourism

Marketing strategy is an important component of strategy that cannot be ignored. According to Greenley, marketing strategy is a long-term activity and is related to achieving certain goals

through a broad plan of action (Kumar, Rahman, Kazmi, & Goyal, 2012). Meanwhile, according to Walker et al. Marketing strategy is defined as the effective allocation and coordination of marketing resources to achieve organizational goals in a particular product market. Digital marketing according to Ridwan Sanjaya & Josua Tarigan (2009) is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. Of course, digital marketing is not just about internet marketing. Digital marketing according to Chaffey (2002) is the application of digital technology that forms online channels to the market (websites, e-mail, data bases, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities (Rauf, 2021).

Digital marketing has several different terms but they all mean the same thing. Some alternative terms for digital marketing include online marketing, internet marketing and web marketing. This type of marketing has some unique features compared to conventional marketing. Some of these uniqueness are: 1) Interactivity: consumers can determine the time to start interacting (login to the internet) and the duration of the connection. 2) Strengthen the impact of marketing because the internet can increase market reach and is easy for MSMEs to use. 3) Consumers become borderless. Every internet-connected person in the world can open a website.

A digital marketing strategy is needed to provide consistent direction to online marketing activities, so that they can be integrated with other marketing activities, and support overall business goals. Digital marketing strategies have many goals in common with the peculiarities of traditional marketing strategies. Digital marketing strategy is specifically a channel marketing strategy that defines the way companies should set channel-specific objectives and develop differential channel propositions and channel-specific communications that are consistent with channel characteristics and end-user requirements (Chaffey and Ellis-Chadwick, 2012) (Rauf, 2021).

The theory can be used as a reference to understand the concept of digital marketing strategy, especially in terms of social media optimization to increase market share. The theory explained is new media theory, while the concept consists of digital marketing, social media, and social media optimization. The explanation is based on relevant and recent references obtained from literature searches, both offline and online. new media is present to answer people's expectations of the existence of media that can encourage increased productivity and be able to open up many development opportunities. New media is a broad term, so it is not limited to one particular form of media. The term can represent people's perceptions of the various forms of new technology-based media that exist, such as Digital Television, internet-based media, virtual environments, and computer games (Ayesha & dkk, 2022).

Based on the analysis of the marketing situation in Trap Sewu Waterfall tourism in Bodang Village, observation activities, in-depth interviews, and exposure to information from decision-making officials at the Bodang Village level, it is known that there are several ways in digital marketing strategies in developing Trap Sewu Waterfall tourism, including the following:

First, marketing through the website, Bodang Village has a website called KIM Bodang (Bodang Community Information Community).

The purpose of this website promotion is to help introduce the village and its tourist attractions to a wide audience, both local and international. With an attractive appearance and complete information, the village can be recognized by more people. The website also makes it easier for potential tourists to get information about destinations, facilities, travel routes, accommodation, and tourist attractions quickly and easily, anytime and anywhere. By promoting through websites, villages can reach more tourists, both domestic and foreign. Easily accessible information encourages interest in visiting and exploring the promoted destination. Promotion through a website is more cost-efficient than traditional promotion methods (such as print or mass media). In addition, websites can be updated easily and can be integrated with social media to reach more potential tourists.

Second, promotion through local TV stations. In this case, the Village government of Bodang Village built cooperation with JTV Banyuwangi station. This promotion is carried out in the form of a *sega tempong* event, where the event contains trap sewu waterfall tours and tourism potential in Bodang Village in particular and tourism potential in Lumajang Regency in general.

Third, promotion through social media. The bodang village government created an Instagram account called @trap.sewu. promotion through social media is to introduce Trap Sewu waterfall. With interesting pictures and videos, users can see the beauty and uniqueness of a place.

The results of digital marketing for the Trap Sewu Waterfall tourist destination through the website, Instagram, and television platforms showed positive developments and succeeded in attracting visitors from various regions. The following are the details of the results:

1. **Increased Traffic to Website:** After optimizing the website content and launching the marketing campaign, visits to the official website of Trap Sewu Waterfall increased. The information displayed on the website, including destination photos, route information, and visitor reviews, successfully attracted potential tourists to find out more.
2. **Interaction and Engagement on Instagram:** With a visual content strategy that highlighted the natural beauty of Trap Sewu Waterfall, the official Instagram account experienced an increase. Each photo and video upload about the waterfall, travel route, and facilities provided has doubled the likes and comments. Story content uploaded regularly also increased the number of visits to the profile and website.
3. **Television Coverage:** With special coverage on local television stations, Trap Sewu Waterfall received wider exposure among the public.
4. **Increased Tourist Visits:** With a combination of digital and offline campaigns, Trap Sewu Waterfall experienced an increase in visitation in the first month after the promotion was run. Many tourists mentioned that they were interested in coming after seeing information on social media or coverage on television.

**Influencer engagement:** The local influencers engaged in the Instagram campaign successfully introduced Trap Sewu Waterfall to a wider audience. Their posts about their travel experiences to the waterfall attracted their audiences to visit the location (Alamsyah Rajab, Haruna, Rahim, Darmawansyih, & Sewang, 2023).

## CONCLUSION

The digital marketing strategy applied to promote Trap Sewu Waterfall Tourism is carried out through various integrated ways by utilizing digital technology and mass media. One of the steps is through promotion on the official KIM Bodang website which functions as the main information center about this tourist destination, providing easy access for potential tourists to get complete information related to the location, facilities, and uniqueness of Trap Sewu Waterfall. In addition, collaboration with local television, especially JTV Banyuwangi, is a strategic step to reach the local community as well as expand the reach to a wider area through television broadcasts. Promotion on social media, especially Instagram with the official @trap.sewu account, is a key element in this marketing strategy. The Instagram account was utilized to build an attractive image of the destination through high-quality visual content, such as beautiful photos of the waterfall, short videos, and memorable visitor stories, all designed to appeal to the younger generation who are active on social media. By combining these three approaches-website, local television, and social media-the digital marketing strategy of Trap Sewu Waterfall Tourism aims to increase exposure across multiple platforms, both locally and nationally, while reaching a wider range of tourist segments.

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