Exploration and Existence of Local Wisdom as a Marketing Strategy for Sustainable Tourism Development in Banyuwangi

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Abstract : The tourism sector is one of the supports for the Indonesian economy as well as a major foreign exchange contributor to the country. However, the Covid-19 pandemic in 2020 caused the contribution of tourism to GDP to fall by 56%, namely to only 2.2% of the total economy. According to one online travel service platform in Indonesia, the cities of Bandung, Yogyakarta and Bali are areas that are frequently visited by tourists in Indonesia for domestic and foreign tourists. However, there is one area in East Java which is currently famous for its tourist destination, namely Banyuwangi Regency. Banyuwangi Regency is an area that has very broad tourism potential. However, unfortunately the number of tourists which experienced a decline until the Covid-19 period was over has not yet recovered to the number of visits before the pandemic. Several efforts have been made by Banyuwangi tourism managers in order to increase visits by local and foreign tourists. Several strategies implemented are still not able to increase the number of tourist arrivals in Banyuwangi. This research will focus on conducting exploration and existence as a marketing effort, especially on social media to provide a sustainable tourism impact in Banyuwangi district. A qualitative approach was taken to tourism visitors, tourism business people and tourism managers in Banyuwangi over the past year. Promotion via social media has been proven to be able to provide effective results in attracting tourist visits. Online promotion and maintenance of offline tourism facilities and infrastructure must be able to be carried out to produce sustainable and attractive tourism in the future. It is hoped that this research will be able to provide benefits in sustainable tourism development for the development of tourist cities, especially regarding the tourism sector in Banyuwangi.

Keywords: Existence, Tourism, Strategy, Marketing, Social Media.

INTRODUCTION

The tourism sector is one of the supports for the Indonesian economy as well as a major foreign exchange contributor to the country. The Organization for Economic Co-Operation and Development (OECD) 2022 in its Tourism Trends and Policies 2022 report stated that in 2019,

the tourism sector contributed 5.0% of Indonesia's gross domestic income (GDP). However, the Covid-19 pandemic in 2020 caused a decline in tourism's contribution to GDP by 56%, namely to only 2.2% of the total economy (Purwowidhu, 2023) . Even though there was a decline during the Covid-19 pandemic, Indonesia's tourism sector managed to recover in 2022 and even managed to exceed targets for foreign and domestic tourists.

According to one online travel service platform in Indonesia, the cities of Bandung, Yogyakarta and Bali are areas that are frequently visited by tourists in Indonesia for domestic and foreign tourists. However, there is one area in East Java which is currently famous for its tourist destination, namely Banyuwangi Regency. Banyuwangi Regency is an area that has very broad tourism potential. As a district located at the eastern tip of the island of Java, Banyuwangi has the nickname " Sunrise of Java " which is famous for its natural beauty (Jamaludin, 2023) . There have been several new tourism objects in Banyuwangi in the last 10 years which are the result of tourism sector development policies which have made Banyuwangi increasingly global in the tourism sector.

Tourists visiting Banyuwangi continue to increase as development continues to be carried out by the Banyuwangi Regency regional government which has succeeded in getting through the crisis during the pandemic (Alfiani, 2023) . This is demonstrated by the achievement of the government target conveyed by the Banyuwangi Culture and Tourism Office for domestic tourist visits which reached 2.5 million visits throughout 2022 even though this number is still 50% of normal conditions before the Covid-19 pandemic. However, several efforts that have been made have still not been able to increase the number of tourist arrivals in Banyuwangi. This decrease in the number of tourists continues to be an evaluation by the Banyuwangi district government to continue to increase domestic and foreign tourist visits, including increasing repeat visits from tourists who have previously visited Banyuwangi (Aminah, 2022) .

In today's digital era, sustainable marketing through digitalization is the right choice for tourism actors to develop their expansion so that they are better known to the public. In using promotions via social media, an appropriate strategy is needed to increase tourist visits so that the promotional media delivered can achieve business goals, namely attracting the attention of potential new visitors and visitors who have repeatedly visited Banyuwangi. Therefore, in-depth analysis is needed in creating a marketing strategy for tourism development in Banyuwangi. A qualitative approach will be used to collect data in approximately 4 months. A qualitative approach was chosen to find insights from sources which will later be used to search for appropriate promotional strategies in terms of realizing sustainable tourism development in Banyuwangi. Choosing the right marketing strategy through exploration and existence of local wisdom is expected to provide the right solution for tourism managers to increase tourism visits in the Banyuwangi district.

Banyuwangi Regency is one of the areas with great tourism potential in Indonesia. However, Banyuwangi's existence is still unable to compete with Bali, Bandung and Yogyakarta. Even though every year there are many tourism festivals in Banyuwangi. Tourist destinations in Banyuwangi are also very diverse, from water tourism such as the sea and waterfalls to mountains such as the Ijen Crater area and Mount Raung. With so much tourism potential in Banyuwangi, the community research activities carried out by the team focused on formulating appropriate marketing strategies by exploring and existing local tourism potential for sustainable tourism development in Banyuwangi.

The target focus of this research is to find out the right marketing method for Banyuwangi district tourism so that it can be accepted by the wider community, both local and foreign. It is hoped that this research can provide an optimal marketing strategy formulation for Banyuwangi tourism so that it can increase tourist visits in Banyuwangi.

METHOD
Interview Method

This research is a type of qualitative research with an interview method. Data collection in this research was carried out from June to July 2024. Data collection was carried out by collecting data from interviews with tourism informants in Banyuwangi and tourists who had visited Banyuwangi within the last year. The interview method is a process of obtaining information in order to fulfill research objectives through face-to-face question and answer activities between the interviewer and the informant with or without using interview process guidelines (Sanola, 2022). This interview method is important to carry out to obtain opinions and insights from informants regarding their opinions regarding current tourism developments in Banyuwangi which will later give rise to possible solutions to get the right marketing strategy and it is hoped that it will be able to increase tourist visits in Banyuwangi.

Recruitment of Informants

This study recruited 2 types of informants to be interviewed. The first informants came from tourism actors consisting of 1 tourism business owner in the culinary sector, 1 fashion owner, 1 employee who worked in the tourism area. The second type of informant came from 2 tourists who had previously visited Banyuwangi within the last year. All informants are based on the main aim of the research to obtain opinions and insight from the experiences they have had in tourism in Banyuwangi in order to later formulate appropriate and optimal strategies for solving problems. The following is the process of recruiting informants who will then be directed to the interview process directly with researchers.
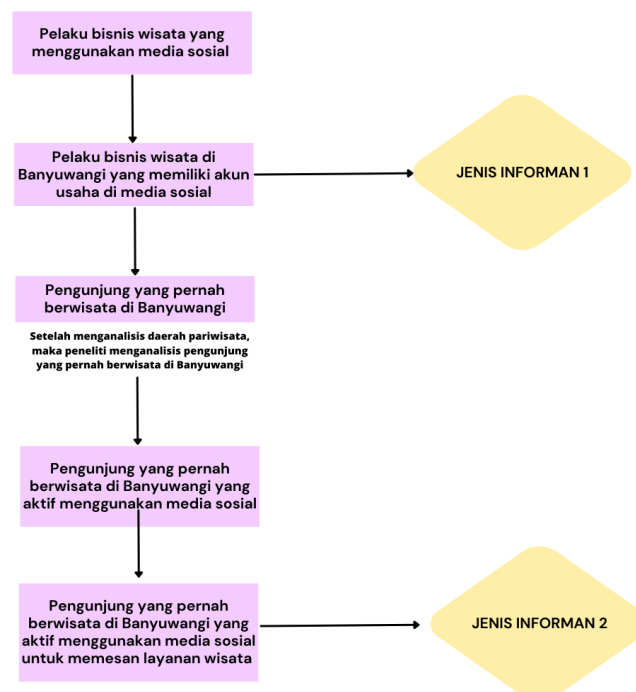

Figure 1. Recruitment flow diagram for the interview process

Data Collection

Interviews are a data collection technique using qualitative methods that can be carried out individually, in groups or in the form of conferences (Mekarisce, 2020). This research uses interview techniques between individuals to gain specific insights from each tourism actor who has different marketing strategies and also different challenges for each type of tourism. The technique of conducting interviews is carried out by asking questions by the researcher which

will then be answered by the informant. The following is a question guide or guideline for the interview process in this research:

Data Analysis

This research uses inductive data analysis to analyze the verbal responses of informants from both types of informants based on specific facts to later draw general conclusions (Kurniawati, 2021). Researchers analyzed the two types of informants as a whole and made comparisons of interview results using the same question guide for each type of informant. All interview results will be analyzed by researchers to obtain insights, opinions and insights based on the experiences of each informant. Analysis of one type of informant who is the owner of a tourism business in the fields of culinary, fashion, tourism employees is focused on the marketing strategies they currently use to promote tourism and various tourism products, which include focusing on social media or social media involvement. Analysis of all informant responses was carried out by all researchers who have a background in marketing management knowledge.

RESULTS AND DISCUSSION
Results

While analyzing the results of interviews with informants, the author formulated the same themes related to marketing in the tourism sector

a. Promotion via Social Media

Tourism informants are aware that promotional activities are important in building a business, especially if they are related to increasing tourist visits and sales of tourism products. Informants who were visitors who had visited the tourist city in Banyuwangi realized that interesting promotional content would make them interested in visiting a tourist attraction.

"Tourism promotion on social media is very important for us to provide knowledge about what tourist destinations are offered and what tourism products are offered. "By promoting through social media, visitors can easily decide to make a tourist visit somewhere" (Informant 1, owner of a tourism business in the culinary sector, 39 year old female)

Social media is one of the superior strategies in marketing tourist destinations and related tourism products in an area. However, according to several informants, offline promotions are also important to attract all groups, especially visitors who are not active on social media or visitors who are elderly but still have a high interest in various tourism products or tourist visits in Banyuwangi.

"The tourism products we offer to visitors are batik products with motifs typical of our tourist city, namely ancient motifs typical of Banyuwangi which have been passed down from generation to generation from our previous generations. "Direct promotions such as providing batik making experiences and touring our batik gallery are very important for our potential consumers to provide an experience that is steeped in history so that they are hopefully interested in buying our products" (Informant 2, tourism actor in the fashion sector, 53 year old female)

b. Successful Promotion Strategies

The strategy that is currently being successfully implemented by tourism actors cannot be separated from the adaptive attitude of tourism actors to existing technological developments to develop their social media through providing interesting and exclusive content.

"Social media posts with content that follows current trends attracts my interest in watching the content further for a long duration, the neat and aesthetic appearance of

the content makes me interested in visiting a tourist spot and buying tourist products such as souvenirs" (Informant 3 , informant who visited Banyuwangi, 25 year old female)

Promotion with visual appeal will attract potential visitors to visit a tourist attraction. This is none other than one of the goals of traveling is to enjoy beautiful and unforgettable views. Places with beautiful and aesthetic visuals will attract potential visitors to find out more about the tourist destination.

"I am very interested in social media posts from influencers or vloggers who focus on presenting beautiful places that are recommended to visit. I imagine myself visiting and enjoying the views, I will also upload photos of my tour in beautiful and aesthetic places on social media. This promotion makes me even more tempted to visit tourist attractions." (Informant 4, informant who visited Banyuwangi, 23 year old female)

c. Unsuccessful Promotion Strategies

In reality, not all promotions are well received by potential visitors. Potential visitors have many preferences for tourist destinations when they want to visit a place. Therefore, it is very easy for potential visitors to compare various services or facilities available at various tourist destinations via the internet. Prospective visitors will easily change their destination if there is a destination offering with services or facilities that are more profitable and attractive to them.

"When I interact on social media or websites to order tourist services, but the response from the admin is very slow, so I tend to look for information elsewhere. "I feel that I am not being prioritized if the questions I ask to the tourism management admin are answered slowly and not seriously" (Informant 3, informant who has visited Banyuwangi, 25 year old female)

Prospective visitors want products or services to always be available and admins provide responsive service when negotiating orders. The incompatibility of information between social media and direct displays at tourist attractions makes potential visitors disappointed and give poor reviews on Google and social media.

"When I asked on social media whether the exclusive product displayed on social media was still available in the shop or not, the admin of the regional batik shop said that the product had sold out. Of course this makes me disappointed, the product shown should still be in stock or at least there should be information that the product is out of stock and the ordering time takes a relatively long time" (Informant 4, informant who has visited Banyuwangi, 23 year old female)

d. The Role of Social Media in Introducing Tourism Product Innovation

Tourism managers will make every effort to polish tourist attractions with a clean appearance and attract the interest of potential visitors. Tourist destinations will continue to innovate to provide tourist attractions with the best services that are comfortable for visitors without ignoring aesthetic value. This is because the visual appearance will attract visitors to visit a destination, especially considering that currently the use of social media is a daily lifestyle so potential visitors often want to visit beautiful and aesthetic places so that they can upload photos at the destination on the media. their social media with an attractive appearance.

"Many visitors immediately know where they want to take a selfie when they visit our destination. This is the result of our efforts when promoting on social media by uploading various activities carried out at our tourist destinations. Not only that, we also provide services in the form of guides to get around and explain various details and history of our tourist destinations which further amazes visitors when they visit us for the first time" (Informant 5, tourist attraction manager, 30 year old male)

Potential consumers of tourism products need clear, detailed product descriptions when they want to buy fashion products typical of a tourist destination. Potential consumers who like

authentic things when buying souvenirs from tourist visits need clear detailed information so that they know the advantages of the product they are going to buy.

> *"Apart from photos or videos of interesting souvenirs at a tourist spot, when I see an upload looking for souvenirs, I really need clear information about the advantages and detailed information of a product, such as the price and uniqueness of the product. "If it's a food product, of course I need to know what ingredients the product comes from so that when I visit the gift shop I already know which product I'm going for according to my budget from the comparison of preferences I've done on social media"* (Informant 3, informant who visited Banyuwangi, 25 year old female).

Some potential visitors who will visit a tourist destination are very fixated on social media trends so that it is incomplete for them when visiting a tourist destination but not visiting a place that is viral on social media or which is uploaded a lot by other tourists on social media.

> *"When I want to visit a tourist spot, I will plan which tourist spots I will visit according to the highest recommendations on social media, namely where many people have visited that tourist spot, so of course the first time I visit there I have to experience something like felt by other tourists"* (Informant 4, informant who had visited Banyuwangi, 23 year old female).

e. Efficiency of Ordering Tour Services via Online Transactions

For several business people in tourist attractions. Each product they offer has its own target consumer depending on the exclusivity of the product and the price offered. For example, for exclusive Banyuwangi typical batik fashion products with complicated motifs and long processing times, they will produce high quality products with prices that match the quality produced.

> *"Consumer characteristics of my products are very different. Those who want exclusive products are generally adults and seniors who already have a stable income and are willing to wait a long time for the ordering process if the stock runs out. "Products at more affordable prices are always available in our gallery which are generally very popular with young people who are interested in traveling or visiting festivals in Banyuwangi"* (Informant 2, traveler in the fashion sector, 53 year old female)

Some potential consumers use social media as a medium to compare prices. They will look for cheaper prices with good quality. They consider social media to be very practical and useful for finding fashion items that suit their needs.

> *"When I want to buy tourism products such as culinary or fashion products, I will first compare reviews and prices on social media. "Products with very good reviews regarding transaction products and services and prices that are fairly affordable are my priority for future orders"* (Informant 4, informant who has visited Banyuwangi, 23 year old female)

f. Balance between Online and Offline Promotions

For some tourism managers, online promotions are very effective in attracting visits from potential visitors to a tourist destination. By building strong interaction relationships on social media, this can provide a positive response for potential visitors who are interested in visiting a tourist destination.

> *"Promoting destination excellence online is very effective for our tourist attractions because many visitors say that they found out about our place through social media. Visitors are attracted to visit because of the aesthetics and beauty of our place in social media posts which not only come from us but also other tourists who have visited. "Positive reviews from other visitors online are what increasingly make potential visitors confident and visit our place"* (Informant 5, tourist attraction manager, 30 year old male)

Tourism managers in various fields, both fashion and culinary, consider that offline activities through offline shops are very important for tourism activities. This is to provide a unique and unforgettable experience for visitors when traveling to a destination. After all, tourism activities are closely related to the experiences visitors want to experience, which often come from expectations on social media when visiting a destination.

> *"For us, it is very important to have an offline shop to give a deep impression to visitors regarding the unique taste and environment of our culinary products which are typical of Banyuwangi so that they get an optimal experience"* (Informant 1, owner of a tourism business in the culinary sector, female 39 years)

Prospective visitors like tourism activities that are unique and cannot be found anywhere else, so they leave a deep impression on them through the activities and experiences offered by the tourism manager. Apart from that, potential visitors also like the ease of transactions or access to information online because in this digital era, potential visitors expect this ease of access.

> *"Visitors really like visiting tourist attractions and all the festivals at our place. From the visitors' assessment, they liked the experience of traveling to the place because the activities carried out were unique and distinctive, steeped in cultural traditions and rarely found in other places. For payments, of course, we also provide digital payments such as QRIS to make it easier for our visitors, especially those who are digitally literate. The various tourist services offered in our city have been felt by various visitors"* (Informant 1, owner of a tourism business in the culinary sector, female 39 years)

g. Summary of Analysis of Interview Results

Tourism business actors realize the importance of promotion through the social media they have implemented. There are several social media promotions that have succeeded in attracting the interest of potential visitors by prioritizing content uploads that are formulated based on the interest preferences of each target potential visitor. Prospective visitors among young people are very interested in trendy uploads that attract their visuals so that they find out more about the uploaded information and are even interested in visiting a destination.

However, social media management is still less effective, so many visitors still complain about the services offered. Unresponsive service on social media is a form of slow online service provided to potential visitors. This can result in the loss of potential visitors to a destination due to unsatisfactory initial service for visitors.

Another thing that makes promotions on social media less effective is the lack of responsiveness of admins on social media to provide information regarding the latest tourism products. Tourism products, for example fashion products, must be posted and provided with information according to existing facts and availability so as not to cause disappointment for visitors regarding product stocks that have run out before they even ask for an order.

Detailed information related to a tourism product, be it a destination, souvenir products related to fashion and culinary must be explained practically and in detail so that potential visitors get a variety of comprehensive information. Promotion through direct reviews from visitors who have visited will be more trusted by potential visitors. Therefore, tourism business managers must carefully take advantage of opportunities to provide the best service to every visitor who visits their place and don't forget to ask for an honest review from them so that later it can be used as a soft selling promotion for other potential visitors. It is also very important that offline promotional activities are intensively carried out to continue to provide a fun, unique and unforgettable experience for visitors. Some visitors have the main goal of tourism to experience a unique and enjoyable experience which they will later share on social media in the form of uploading aesthetic photos or videos. Both online and offline tourism promotion activities must be balanced with good service from both sides, including online service from the negotiation process, ordering, to transactions. This is to give a good impression to visitors

so that they want to visit again and provide positive tourism recommendations in the digital world so that tourism activities are unknowingly spread massively and respond positively on social media.

Discussion

This qualitative analysis explores the experiences of tourism managers in Banyuwangi and visitors who have visited regarding existing tourism products. The use of social media to target potential visitors is a strategy that is considered effective in the current era of digitalization for marketing tourism products. Business people in the tourism sector in the culinary and fashion sectors use social media to introduce superior, contemporary products by providing attractive services and offers.

According to (Sukarnoto et al, 2021) the social media networks Facebook and Instagram are an effort to increase marketing so that a company is able to compete in the digital era as well as to increase awareness in its business. According to Kotler (2018) online marketing (e-marketing) is a channel that someone can reach via computer and modem. According to (Raharja and Natari, 2021), social media is a new media paradigm in the context of the marketing industry. The use of social media is also the highest digital marketing medium in 2021. The benefits resulting from the use of social media are many and varied. Among them are minimizing operational costs, making transactions easier, profitable, making sales easier, and saving space in promotional activities. This promotional activity can be utilized in various sectors, one of which is the service sector, namely tourism. According to visitor informants, a good promotion is a promotion accompanied by responsive social media services, especially regarding social media engagement which includes comments, likes and shares.

Research on social media discusses how social media influences the image of a company (Dijkmans, 2015) and also about how Instagram influencers are able to influence their followers to buy a product (Jin, 2019) and also even about how social media influences the desire to buy a product (Dehghani, 2015). Previous research on social media is clear evidence that social media is a strategic promotional media for business managers, including tourism, to compete and attract visitors' interest in visiting a place so as to increase the level of tourist arrivals through marketing strategies on social media. Good. Auto-sourced content and user-generated content are widely used by social media platforms to influence consumer engagement by embedding and customizing advertisements based on consumer interests (Dunlop et al, 2016). Consumer informants stated that advertisements packaged with current content and products were persuasive and able to initiate consumers to search further and even buy related products.

The increase in literature studies on social media as a marketing communication tool is in line with the increase in studies on how consumers interact with brands on social media, which is called consumer engagement (Chu, 2020). Consumer engagement is positioned as an extension of the literature on the relationship between business brands and how building marketing relationships with consumers. Virtual environments and related research have shifted slowly towards interactive, participatory, and consumer-empowering modes of consumer participation that make marketing relationships with consumers self-discovery. Research on consumer engagement has been widely studied, such as consumer engagement on social media from cinema service providers which are also tourism-type service businesses (Chu, 2020); on luxury brands (Kim, 2016); then also on the WeChat social network in China (Chen, 2017); and also literature reviews from various perspectives (Hollebeek, 2019).

Promotion on social media can have an impact on the formation of an image with extensive and unlimited relations from visitors. Of course, tourism services with excellent and interesting products and experiences will have an impact on good reviews for visitors who will then be able to give positive assessments on various digital pages including social media. This will certainly be able to foster confidence in every potential visitor to want to visit a tourist

destination considering the trusted reviews from previous visitors. Social media promotions must be carried out in a planned and structured manner so that they are able to attract the right target consumers in accordance with current trends so that tourism product uploads continue to exist on various social media.

Tourism activities packed with culture must be carried out consistently and interestingly to provide memorable and unforgettable experiences for visitors. Each tourist destination has its own advantages, so these must be highlighted to attract visitor interest. Maintaining the tourist environment and empowering various lines of business sectors related to tourism are also important to maintain the existence of tourism. Of course, to provide information about extraordinary and interesting tourism activities to the general public, the help of a digital promotional strategy is needed which is expected to be able to reach the various characteristics of potential visitors from various backgrounds.

Cultural tourism development strategies can be carried out, among other things, by developing cultural attractions that maintain regional identity, maintaining historic buildings into cultural heritage buildings, improving infrastructure, increasing available tourism facilities. Massive increases in branding and promotion through tourism accounts in each destination can also be done to maximize the expansion of tourism development. Apart from that, tourism managers can use vloggers or influencers who have visited tourist attractions to disseminate positive reviews so as to attract many potential visitors to make tourist visits. Developing an appropriate promotional strategy is important to formulate visitor targets and what promotional tools are most appropriate for tourism managers in an area. The government's role in developing and managing tourism in general is providing infrastructure (not only in physical form), expanding various forms of facilities, coordinating activities between government officials and the private sector, general regulation and promotion to other areas and outside areas.

The excellence of a tourism sector must of course continue to be maintained and even improved through various forms of innovation so that tourism in an area is able to compete positively with the many tourist destinations that are currently numerous. Intense competition in the world of tourism means that tourism managers from various parties, both entrepreneurs and the government, must be active in developing tourist activities that are attractive from an aesthetic perspective with excellent service and that do not leave the impression of unique culture and traditions in each region. Tourism that is built on the local natural riches and unique traditions of a region must be packaged well through attractive marketing strategies to increase the value of visits from tourists. Competition in various industries currently also requires the tourism sector to create a sustainable tourism environment. Promotion of sustainable tourism is very important because it can provide long-term benefits for a tourist destination and tourist area. By maintaining the sustainability of nature and local culture to continue to exist through targeted promotions on social media, we can ensure that tourist destinations will remain attractive to tourists in the future.

CONCLUSION

Promotion via social media is effective in attracting visitors to visit a tourist destination. Current promotional strategies from business people in the tourism sector have proven to be able to attract the interest of potential visitors to visit and buy tourism products. Uploading content with a concept that suits the target potential visitors will have a successful promotional impact for tourism managers because it is able to attract potential visitors according to the planned strategy. Promotions carried out via social media must be accompanied by responsive service from the admin so that potential visitors can receive maximum service and not easily move their decisions to another destination due to unresponsive or slow communication. The more interactive and faster the response given by the tourism business management admin, the better the impact it will have on potential visitors for them to get in-depth and detailed

information regarding the destination or product they are interested in. Apart from online promotion, offline maintenance of physical and cultural assets must also be carried out well as a balance for sustainable tourism development. Through physical shops, cultural activities and festivals, traditional ceremonies and traditions, souvenirs typical of tourist areas, this can provide a memorable and unforgettable experience for visitors when traveling to a destination. The concept of beautiful natural and cultural tourism must be accompanied by proper maintenance from various parties, both private and government, to produce superior and sustainable tourism in the future. Promotional activities on social media in the tourism sector must continue to be carried out consistently through attractive concepts to build a positive image for a tourist destination and accompanied by well-maintained tourism.

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