

## Implementation of Digital Marketing through Social Media to Increase The Number of Visits at Ujung Suso Beach Tourism, East Luwu District

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*Abstract: This research aims to understand how to improve the number of visitors to the Ujung Suso beach tourist destination after implementing digital marketing. The research method used is qualitative descriptive research. Data collection was carried out through observation, interviews and documentation techniques as well as using Voice of Customer (VOC) analysis. The data collected is processed by data reduction, data presentation, and drawing conclusions. Based on the research results, it shows that the implementation of digital marketing via social media Facebook and Instagram from February to March succeeded in increasing the number of visits to Ujung Suso beach tourism. This is proven by the increase in the number of visitors during the research period compared to the period before the implementation of digital marketing. So it can be said that digital marketing through social media is an effective strategy to increase tourist visits to Ujung Suso beach.*

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## Introduction

In the current era of globalization, the tourism sector is an industry largest and strongest in global economic financing. The tourism sector will be the main driver of the world economy in the 21st century, and become one of the globalized industries.

Tourism has provided quite a large amount of foreign exchange for various countries. Indonesia, as the largest archipelagic country in the world consisting of 17,508 islands or also known as the archipelago or maritime country, has realized the importance of the tourism sector to the Indonesian economy because the growth of Indonesian tourism is always above the growth of the Indonesian economy.

According to (Number, 2009), Tourism is a variety of tourist activities and is supported by facilities and services provided by local communities, fellow tourists, local governments and entrepreneurs. The role of tourism itself is a sector that can support the progress of a region, especially with the existence of regulations regarding regional autonomy. This policy is implemented on the basis of regional communities having reliable capital for the progress of their region, one of which is through tourism activities.

In the tourism industry, social media is very important for actors tour. Social media has a role in developing tourist destinations. Apart from that, social media also plays a role as a driving factor in promoting tourist destinations. By promoting tourist destinations through social media, potential tourists can find out detailed information about the tourist destination. So it can attract visiting tourists. Interest in visiting is the desire to visit or buy a product or service according to Annafik and Rahardjo, 2012 in (Dewi, 2022).

Ujung Suso Beach is a natural tourist destination located in East Luwu Regency, South Sulawesi. In this context, Ujung Suso Beach has stunning natural beauty, with soft white sand, clear sea water and crashing waves that inspire the spirit. Apart from that, Ujung Suso Beach also has various tourist support facilities, such as culinary tours, banana boat rides and ATV (All Terrain Vehicle) motorbikes, toilets, prayer rooms, gazebos and parking lots.

Even though it has great tourism potential as a place for recreation, the number of tourist visits to Ujung Suso Beach is still relatively low. This is caused by several factors, namely promotion that has not been optimal, lack of exposure and lack of information about Ujung Suso Beach on social media. Apart from that, Ujung Suso Beach also has the potential to improve the welfare of the surrounding community. This is because of Ujung Beach Suso can be a business opportunity for the local community, especially for MSMEs.

Ujung Suso Beach has various facilities and MSMEs can use it become a tourist attraction. The MSMEs at Ujung Suso Beach are culinary entrepreneurs who sell various foods, such as meatballs, wonton noodles, and binte (corn soup) and tourism service entrepreneurs who offer several tour packages, such as banana boat rides and ATV motorbikes. The application of digital marketing through social media can help the local community and MSMEs at Ujung Suso Beach. This can be done by creating interesting and informative content about the Ujung Suso beach tourist destination and then explaining the various facilities, products and services available. By implementing digital marketing through social media, it is hoped that the number of visitors to Ujung Suso Beach can increase, and

existing MSMEs can experience a good impact, namely increasing income and improving the welfare of the surrounding community.

Implementing digital marketing through social media is a strategy that is worth trying to increase the number of tourist visits to Ujung Suso Beach. The application of digital marketing will use social media that is popular or has quite a lot of users, namely Facebook and Instagram. To find out whether implementing marketing via social media can increase the number of visitors to the Ujung Suso beach tourist destination, the two most popular applications or those most widely used by the public were selected.

To support the success of this program, it is necessary to collaborate with the local government in order to produce more effective and targeted solutions to increase the number of visitors. at the tourist destination of Ujung Suso Beach. Several forms of content will be created for Ujung Suso Beach digital marketing to promote existing destinations and services through the media social media, namely posting interesting and quality photos and videos. With interesting and informative content, it is hoped that it can increase the number of tourists visiting Ujung Suso Beach, so that it can have a positive impact on tourist destinations.

### **Research Method**

In this research, researchers used a qualitative approach with descriptive research type. The qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon or problem and tends to use analysis with an inductive approach. In qualitative research, the methods usually used are interviews, observation or observations and documentation. The focus of this research is to discuss the application of digital marketing to the Ujung Suso Beach tourist destination.

### **Result and Discussion**

#### *Social Media Management as a Marketing Means for Ujung Suso Beach*

Based on various findings from previous research, researchers can outline that social media can be used as a tourism marketing tool. It can be seen that social media has quite an influence on tourists' visiting decisions. Social media has now become one of the most effective marketing tools for promoting products and services. Utilizing social media with the aim of promoting products or services, providing specific information to consumers, and marketing the services offered (Widayati & Augustinah, 2019). Ujung Suso Beach, one type of tourism that is developing in East Luwu district, also uses social media as a marketing tool. Various social media that are currently popular and can be used are Facebook and Instagram. The following is the management of digital marketing via social media used by Ujung Suso Beach.

#### *Content Quality*

In content quality, it measures the extent to which the content shared on business accounts is relevant to the audience. If it is useful and interesting, it can increase follower

engagement and trust levels. In this case, good content must be accurate and factual. The information submitted must be in accordance with reality and can be verified. Then, the content must be relevant with the target audience. Content should be interesting to the audience and provide the information they need. Not only that, the content must also be interesting, easy to understand and creative. By using various formats such as text, images, and videos to keep the audience interested. On the Ujung Suso beach social media account, content is implemented in the form of images and videos. Data from interviews using data collection techniques in the form of Voice of Customer (VOC) told visitors that what was more dominant than the results obtained was their opinion that they preferred promotional content in the form of videos. Not only that, the data obtained shows that on average respondents use Instagram social media more often. It is known that Instagram has many active users, especially millennials because this visual platform very easily attracts people's attention. Respondents also thought that to increase promotion of Ujung Suso beach tourism through social media by posting on accounts every day. So that information regarding Ujung Suso beach can always be up to date.

Based on research applying social media marketing by taking objects, providing results in one of the short video uploads (Reells) with a short duration, the number of views reached 4,163 thousand, this viewing can provide a great opportunity to attract target tourists to Ujung Suso Beach. Tourists find out about this account, especially millennials. They Montions their photos or created content. This can share information with their followers. To get information about Ujung Suso Beach, it has various facilities and MSMEs that can attract tourists. The MSMEs on Ujung Suso Beach are culinary entrepreneurs who sell various foods, such as meatballs, wonton noodles, binte (corn soup) and tourism service entrepreneurs who offer services, such as banana boat rides and ATV motorbike rides. Even Ujung Suso beach has interesting photo spots such as the statue of the god Ganeza, mangrove trees and the beauty of the beach in the afternoon. Road access to Ujung Suso beach is also very good. By maximizing the creation of attractive promotional content and following current trends, you can increase the number of visitors, currently the number of posts on the Instagram platform is 29 and the number of followers is 103, while on the Facebook platform there are 29 posts and the number of followers is 5 accounts. The more often tourism managers create beautiful tourist content, followers on the Instagram platform will slowly increase so that the increase in visitors also increases.

The quality of this content is one of the factors in increasing the number of visits to Ujung Suso beach tourism. This is based on reels or promotions uploaded from Instagram social media which reached 4,566 views and this upload reached 2,741 accounts, of which 1.5% were followers of this account and 98.5% were accounts outside of followers. As for social media Facebook with the same post, it reached 165 views and this upload reached 7.2% who were followers and 92.8% who were not. follower. There is an increase in this video reel because the upload contains information on rental prices for banana boats and ATV motorbikes. The videos uploaded are informative so they are more interesting or reach more accounts and this becomes evaluation material to improve the quality of the content. By

creating content that is more relevant and attracts the audience so as to achieve the objectives of the content. On Facebook and Instagram social media accounts, at the beginning of the feed or homepage there are pinned posts. The post or upload is information regarding vehicle rental prices, MSMEs, and facilities available at the Ujung Suso Beach tourist destination. Then the content posted is in the form of a description of the state of Ujung Suso beach as well as holiday greetings on every holiday.

### *Engagement*

Engagement includes the number of followers, number of likes, comments and shares. High engagement shows that content about the Ujung Suso beach tourist destination attracts attention and builds interaction with the audience. In this research, the results obtained starting from the number of followers, number of likes, comments and shares can be said to be still lacking in this research, but looking at the account dashboard data from both social media, there is significant data. The number of visitors on the two social media used is very different, with Facebook having 5 followers while Instagram has 103 followers.

Instagram social media produces a larger number of followers because Instagram has become a popular platform for following trends and popular culture. Then the Instagram algorithm is considered better at displaying content that is relevant to users compared to Facebook social media. As for the number of likes, comments and shares from all uploaded posts, it is obtained from the account dashboard that on social media Facebook the number is 26, while on social media Instagram, interactions on reels are 134 and post interactions are 13. Although likes, comments and shares can be a useful metric, but may not be the main focus for social media travel marketing. With a focus on driving meaningful engagement, creating engaging content, and tracking the right metrics, social media can be a powerful tool for attracting tourists and increasing visits to tourist destinations.

The number of likes, comments and shares does not produce a large number, but if you look at the dashboard on social media accounts, Facebook can reach 417 accounts and Instagram reaches 3,245 accounts during the research period. This is of course indirectly, without following the Ujung Suso beach social media account, the promotions that are uploaded can be conveyed to many accounts. Looking at the results of the data from these two social media, Instagram is superior in marketing Ujung Suso Beach tourism. This is in line with the research results of (Yanti, 2019), in research conducted, showing that there is Several digital marketing media are used by tourists to get information about Lake Toba, including Facebook, Twitter and Instagram. However, the Instagram application occupies the top position as the most effective digital marketing and is widely used by tourists.

Based on interview data regarding their responses if they see promotional posts for Ujung Suso Beach tourism via social media, how do they interact with social media accounts related to marketing Ujung Suso beach tourism. From the options in the question, the result is that respondents choose to share the post. The purpose of the answers given is that after they found out that Ujung Suso beach implemented marketing via social media, respondents also wanted to participate in promoting tourist destinations by sharing content on the Ujung Suso beach account. In accordance with the opinion of (Nasrullah, 2017), who stated that the

presence of social media has given rise to a new culture in society, especially people who use social media, namely the culture of sharing content. The content sharing culture on social media is not only related to content produced by social media users themselves, but also the activity of re-posting or re-sharing content produced by other social media users. To encourage audiences to be interested in sharing promotional content for Ujung Suso beach tourism, interesting content is needed and provides useful and relevant information about tourist destinations.

#### *Conversion Rate*

Conversion rate in travel marketing on social media refers to the percentage of the audience who views social media content and then takes action to visit a travel social media account. This shows that they are interested in learning more about the tourist destination being promoted. Then make a reservation or take action to visit a tourist destination and they have decided to visit that tourist destination. This conversion rate can be influenced by the quality of the content. Content that is interesting, informative, and inspiring is more likely to drive conversions.

In this research, Instagram social media was viewed from the account dashboard, resulting in 460 accounts visiting the Ujung Suso beach account profile. However, for Facebook social media in the account dashboard there is no number of accounts that visited the profile. So it is not known for certain the number of visitors to the Ujung Suso beach Facebook account. From this research, there was 17 content created by visitors or tourists and mentioned on Instagram accounts. On the Facebook account there are 2 pieces of content that mention content on the Ujung Suso beach account. Indirectly, visitors already know about the Ujung Suso beach social media account. This means that visitors who mention their photos or videos while on holiday at Ujung Suso beach can be said to be also participating in promoting Ujung Suso beach. Based on the results of interviews with tourists regarding what makes tourists come on tour. So the results of the data obtained are that those who come to visit are more dominant because they are interested through promotions on social media.

Based on the data obtained on the number of visits, it can be said that the number of tourist visits to the Ujung Suso Beach tourist destination has increased but is not yet significant. This is due to the time factor or research period which was carried out for approximately 2 months so that the percentage of data on the number of visitors increasing is still not consistent. However, when marketing via social media in February and March, which was the period this research was conducted, the number of visitors continued to increase. Based on interview data, respondents were interested in coming on tour because of promotions they saw on social media. This is due to the quality of content on social media, which explains the attractions of Ujung Suso beach. Such as attractive Balinese ornaments in the Ujung Suso beach area, banana boat rides and ATV motorbikes, MSMEs that offer various foods, and facilities available in tourist destination areas. The social media account can also reach many accounts and uploaded posts are conveyed to accounts that are not followers of

the Ujung Suso beach social media, which indirectly means that the uploaded promotions can be conveyed to audiences outside of followers.

This is in line with research by (Safitri et al., 2024) which states that the digital marketing strategy used by companies has been proven to increase the number of tourist visits. The digital marketing strategy in question is a website and social media, where the social media used are Facebook and Instagram. (Nasution et al., 2023) can also be said to be in line with this research, where the results of the research show that what the digital marketing tourism agency has done has a positive and significant effect on increasing interest in tourist visits in Pelalawan Regency. Although the results of this research cannot be said to be significant, the results of the application of digital marketing through social media Facebook and Instagram have increased interest in the number of visits to the Ujung Suso beach tourist destination.

### Conclusion

Based on research conducted at the Ujung Suso beach tourist destination in Mabonta Village, District. Burau, Kab. East Luwu, this research can say that the number of tourist visits to the Ujung Suso Beach tourist destination has increased but is not yet significant. This is due to the time factor or research period which was carried out for approximately 2 months so that the percentage of data on the number of visitors increasing is still not consistent. However, when marketing via social media in February and March, which was the period this research was conducted, the number of visitors continued to increase. This is due to the quality of content on social media, which explains the attractions of Ujung Suso beach. So it can be said that marketing via social media Facebook and Instagram can increase the number of visits to the Ujung Suso beach tourist destination.

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